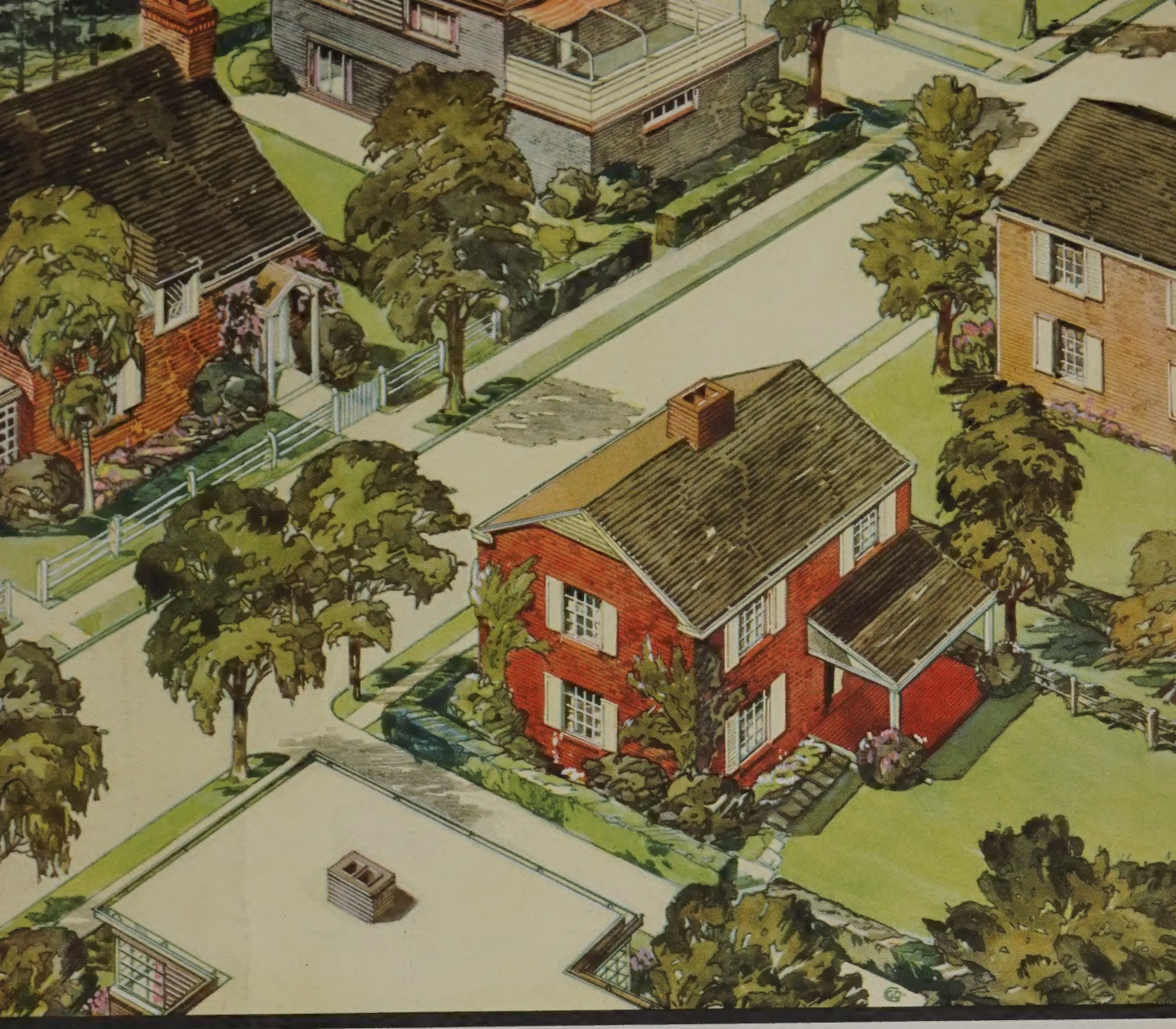


LOW COST HOMES

faced with

COLORFUL TEXTURED

BRICK

PLEASE READ THIS CORRECTION NOTICE BEFORE ORDERING YOUR PLANS

Because of a typographical error in the copy describing each of the houses illustrated on the following pages, the price of plans and specifications for each home is incorrectly shown as $2.00 a set.

The correct price for single and additional copies of plans and specifications is as follows:

$5.00 for the original set.
$5.00 for one additional set.
$2.50 each for any number of additional sets desired if ordered at the same time and for the same design.

THE story and pictures contained herein are intended to help guide you in your selection of a permanent, economical and fire-safe home and to help you avoid some of the pitfalls which are found along the path to home ownership. Should you, like thousands of others, plan and build your home of colorful, textured, highest quality brick, you may expect years of carefree living with a minimum maintenance cost and with value retained to a high degree.

This book contains twenty-three absolutely modern and up-to-date homes designed for those families which can pay from $30 to $75 per month. In the pages to follow you will find examples of the acceptable architectural styles now being used in America; from the quaint and traditional Colonial of the Ohio Valley and Atlantic Seaboard to the ultra-modern of the sophisticate. There is a range of style, design and utility which should satisfy practically any living condition.

These houses are sponsored by those manufacturers of brick who make the highest quality of product. Naturally in the manufacture of materials for construction purposes there is a wide range of quality. That is true of all materials even to the equipment and appliances which go into the homes of today. The quality of brick manufactured is no exception to this general rule.

When Colonial America was being built, the choice of color in brick was extremely limited, resulting in monotony and sameness. The product was soft and possessed limited structural strength. Today, due to technical progress, the manufacturers of quality brick offer a product of maximum hardness and structural strength together with an infinite variety of beautiful colors and with surface textures to meet the most critical demands of modern architecture.

Naturally all brick are not the same. Some clays are better than others. There is almost the same range of quality in materials as there is range of styles in architecture. What then are the qualities of the material which you want in your home? First, of course, is the quality of permanence. Second, that of economy in relation to up-keep. Third, and most important, the ability to withstand fire, weather and shock. Fourth, appearance. Fifth, first cost of the finished house.

Now then, let's go back and see where brick fits into this specification. In the case of permanence, it is probably enough to say here that brick is the oldest known construction material. As long ago as 4,000 B.C. there is evidence and actual examples of burned clay in the form of a brick construction unit. Today, after thousands of years of improvement, brick not only retains its position of importance in relation to construction, but through research and technical progress the product has been developed to a point where there is no "wear-out" to the high quality, beautifully colored and textured facing brick..

It is just plain common sense that a material which not only has gone through the purification of ages in relation to the raw material, but the further forming and firing by man to make it a finished product, should require the absolute minimum of expense in relation to the service performed. Hence, in placing colorful, textured brick in the walls of your home, no further attention need be given the brick itself. The lack of maintenance cost in relation to high quality brick is best illustrated by the magnificent examples of early Colonial American homes and structures which except for the painting of window frames, doors, shutters, etc., have had no other expense. In the houses presented here, using brick as specified, you will find the maintenance expense will be limited to the periodic touch-up painting. Up-keep expense on a home that is not constructed to save the owner continued expense can be a burden too great to bear. All homes take depreciation. They are naturally worth less when you want to sell than when you bought. There never has been a substitute for

quality and where quality can be maintained with initial cost and up-keep cost at the absolute minimum, then it is again good common sense to consider your home in terms of ability to give the greatest service at the lowest cost.

Perhaps no other material has enjoyed the continuous record of fire safety as that of high quality brick for exterior walls. It is impossible for brick to burn in the sense that other materials burn, but even if it were to melt down, a temperature in excess of 2,500° would be required—obviously impossible in open fires. No structure is absolutely fire-safe, but those constructed of brick are probably as near to being fire-safe as it is possible. One thing is sure, there is far less likelihood of a brick structure catching fire from other burning structures in the neighborhood and in the event of a fire within the structure, the possibility of damage is considerably lessened.

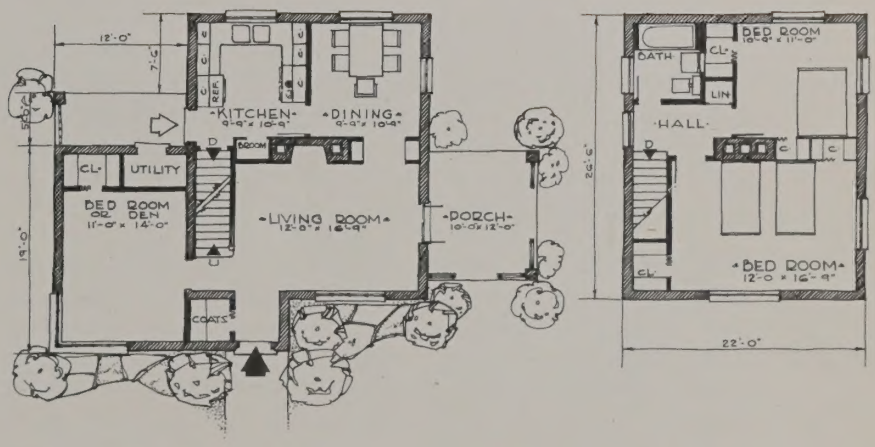
Your house should be weatherproof or as nearly so as it is possible to make it. What other material provides such complete resistance to wind and rain and sleet and snow? According to architects and engineers, there is no other material that retains its heat so well.

SELECT WITH CARE FOR PROTECTION AND COMFORT AND ENJOY YOUR HOME FOR LIFE.

HOME DESIGN NO. 1

Approximate Construction Cost $6,500 to $7,500

Sturdiness and stability is the keynote of this well designed and roomy dwelling. Leaning a bit toward the modern with its straight lines, it still maintains a touch of the older American trend in general appearance and room arrangement. The first floor plan permits much flexibility, in that one room on this floor may be used as a den if the two ample sized bedrooms on the second floor supply the needs of the family, otherwise it may be used as a bedroom, conveniently located and separate from the general family utility rooms. The panel on the opposite page details the upper corner of the building at the roof line, to illustrate one of the many varied textures and beautiful colors available in facing brick. Plans and specifications may be secured for $2.00 per set.



1 FLOOR PLAN

2 FLOOR PLAN

The same construction which provides winter comfort, also has the ability to withstand summer heat, thus providing a cool house.

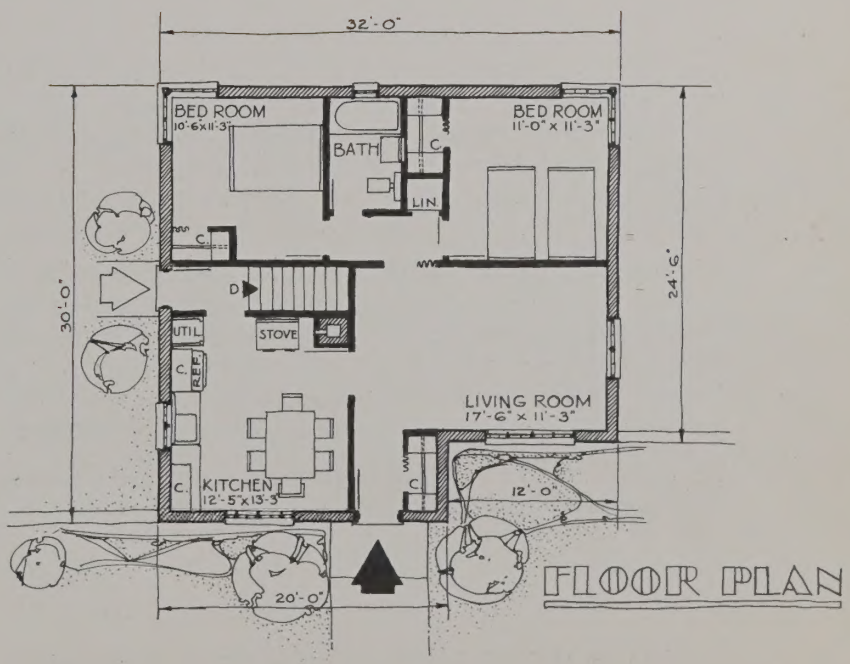
Our next requirement is one of style, or let's say appearance. Fortunately high quality textured brick provides a remarkably interesting variation in color. From the lighter shades of red through an infinite variety of spectral tones, one is able to reproduce faithfully the Colonial homes of America and at the same time provide the modern architect with a material of greatest desirability in developing the stream-lined modernized creations of the moment. The range of colors of the better grades of brick even provides the off-white and buff shades so much in vogue in the building of homes. With the recent increase in the number of masons being graduated from technical schools, we find that styling in relation to the way in which bricks are being laid has provided architectural variety and interesting treatment. In appearance then your home, should you select one of the twenty-three homes illustrated in this book, will combine the very latest in style design. Your selection does not necessarily have to be made from the colors portrayed in the various illustrations.

COLORS AND TEXTURES OF BRICK MAY BE SELECTED FROM A WIDE RANGE.

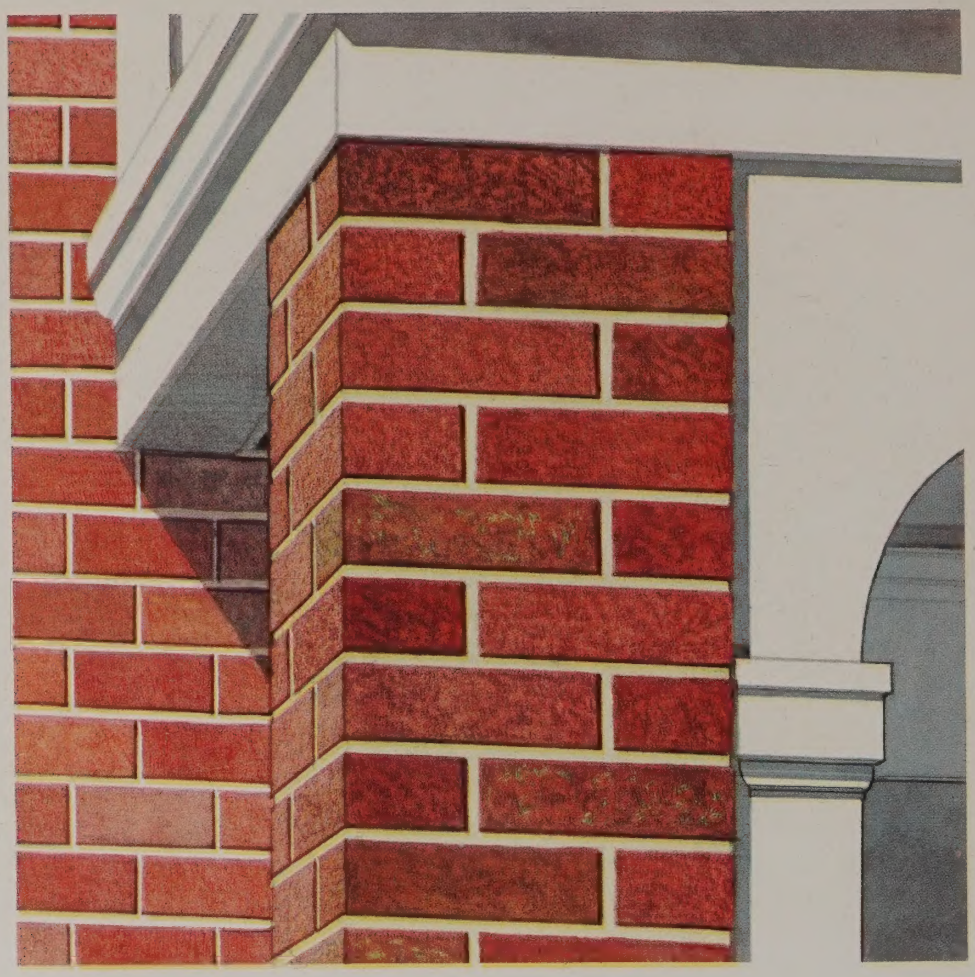
HOME DESIGN NO. 2

Approximate Construction Cost $3,750 to $4,500

Here is a compact little home for the small family that has been taken out of the "run of the mill" type by an artistic treatment of the exterior design. The plan provides for four rooms and ample space is maintained for comfortable living, especially in the commodious living room, which is more and more becoming the gathering place of the American family for relaxation and social activities. The two bedrooms, with bath between, add to the efficiency of the compact room arrangement. Constructed of brick, it takes a place among the better homes of the community, and by using brick, the builder has his choice of any number of pleasing colors and textures, one of which is shown on the opposite panel which details the gate post entrance. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN



You might for instance, prefer a mingled deep red quality brick to a light buff or gray and your house would be equally attractive by reason of the selection. On the other hand, your Colonial home might be more attractive to you if instead of the red brick, it were to contain one of the lighter shades. Whatever color you choose, insist that the brick used be of highest quality. When you discuss your project with your architect or builder, insist that he specify Colorful, Textured Brick for facing purposes.

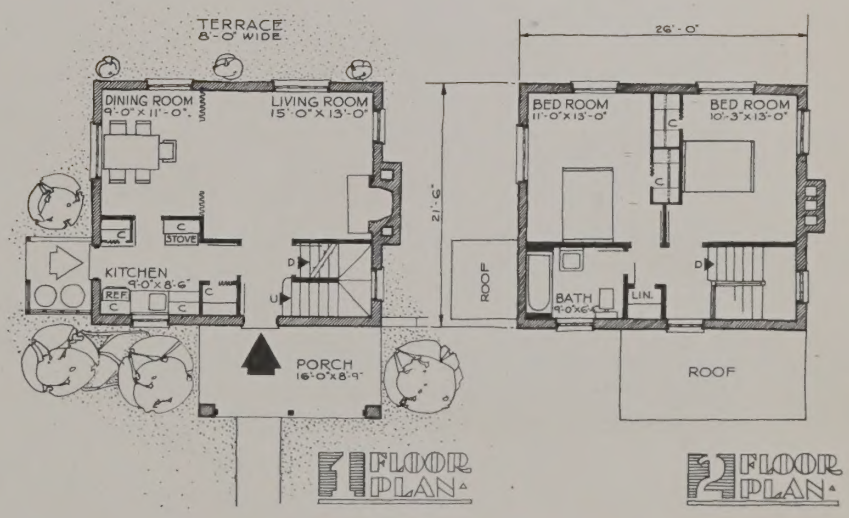
We have left for the last in this discussion of desirable requirements, the first cost of our finished home. There are many things involved in the cost of a home. One not only has the construction cost but the initial financing or construction loan expense, as well as the mortgage charges and, of course, the initial cost of the land on which the house is to be placed. Rather than discuss it at length here, you will find in the various paragraphs throughout the book the problem of cost relationship of land and financing.

Let us here discuss for a moment construction costs. These will vary throughout the country. A house estimated at $6,000 would seem high when apparently the same house might be

HOME DESIGN NO. 3

Approximate Construction
Cost $4,750 to $5,500

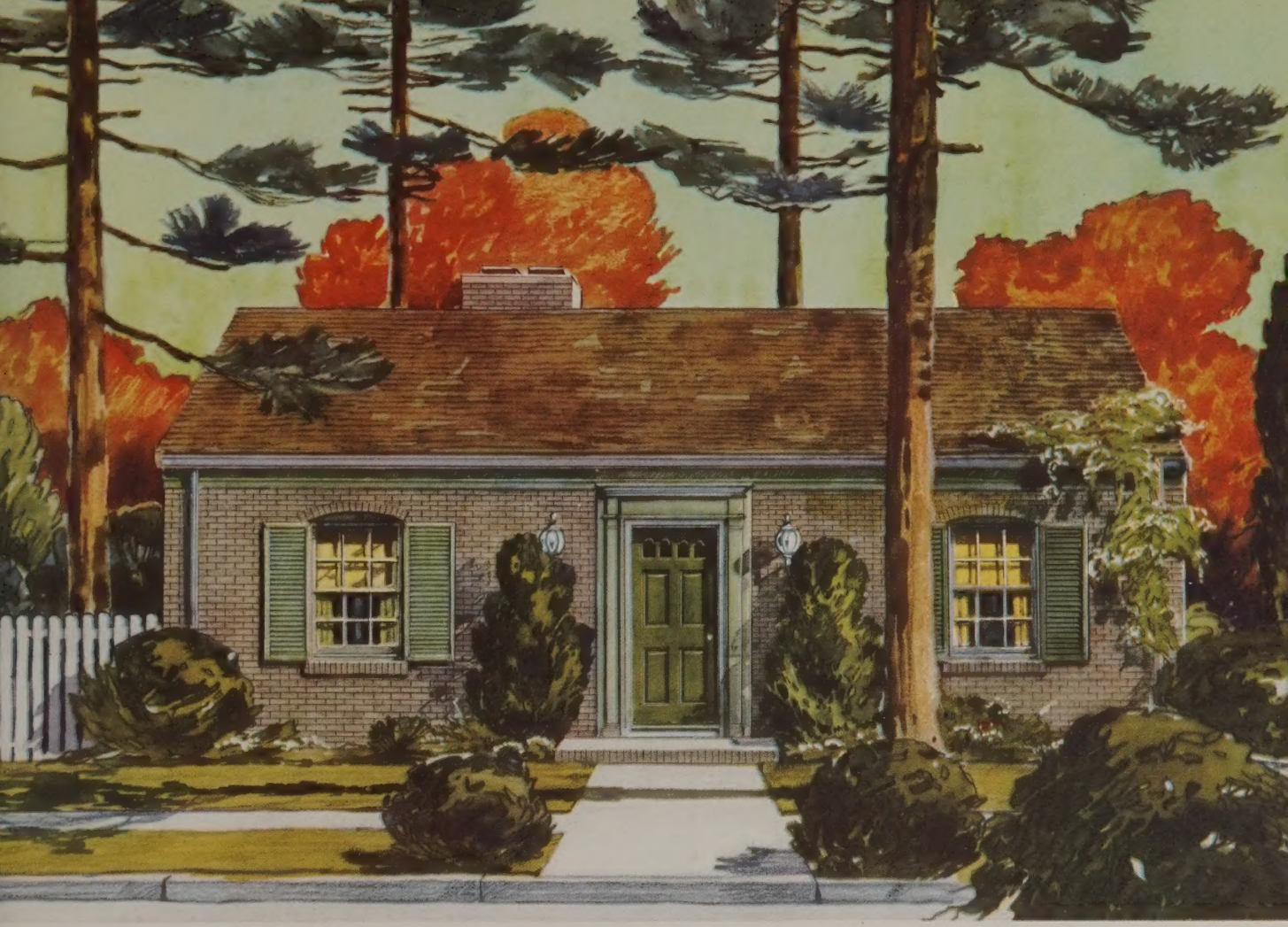
This home is the answer to the demand for utility and efficiency plus economy in construction. Its general lines are Colonial, an old American favorite, noted for its "never out of style appearance." The interior layout has followed another Colonial tradition of providing fewer but larger rooms. Although the early Colonial homes were built of frame, the desire for maintenance economy, added beauty and permanence have resulted in brick being more generally utilized. This material transition brought further charm to the pleasing architectural design, in that brick offers a great variety in textures and colors to please any personal desire. The panel depicts the upper left corner of the porch and shows the beauty, dignity and sturdiness that is possible only in construction with colorful, textured brick. Plans and specifications may be secured for $2.00 per set.



built in another location for $5,000. Many things beyond the control of the purchaser may enter into the difference in cost. There are, however, items in direct control of the purchaser which will affect cost. For example, an elaborate bathroom is really not required. One with all the utility and convenience necessary could be built into your house at an appreciable saving. The same holds in an analysis of the heating plant. One person might desire steam, another might desire a split system of hot water and conditioned air automatically controlled. Naturally the cost of that type of equipment would be higher than the simple manually operated furnace heating plant.

Another family might desire expensive hand-made floors where lower-priced materials would serve. In the case of wall construction, upkeep cost as well as first cost is very important. Low priced materials requiring constant maintenance may be used. On the other hand their actual expense will be greater over the years than if a quality brick wall were built in the first place. Colorful, textured brick and improved brick construction methods have, in the last few years, made quality brick home ownership comparable in first cost to products not as well-suited to home construction.

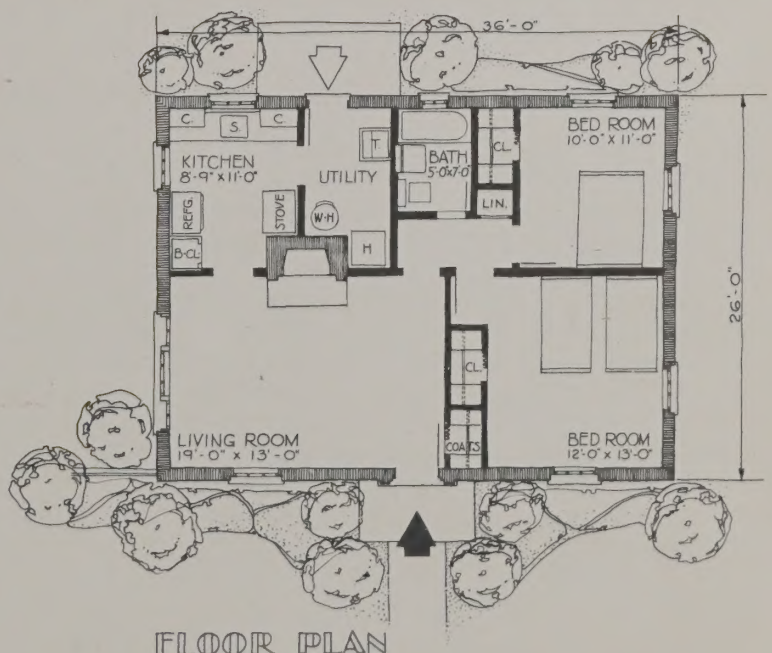
MINIMUM FIRST COST AND MAINTENANCE CHARGES WITH QUALITY BRICK.



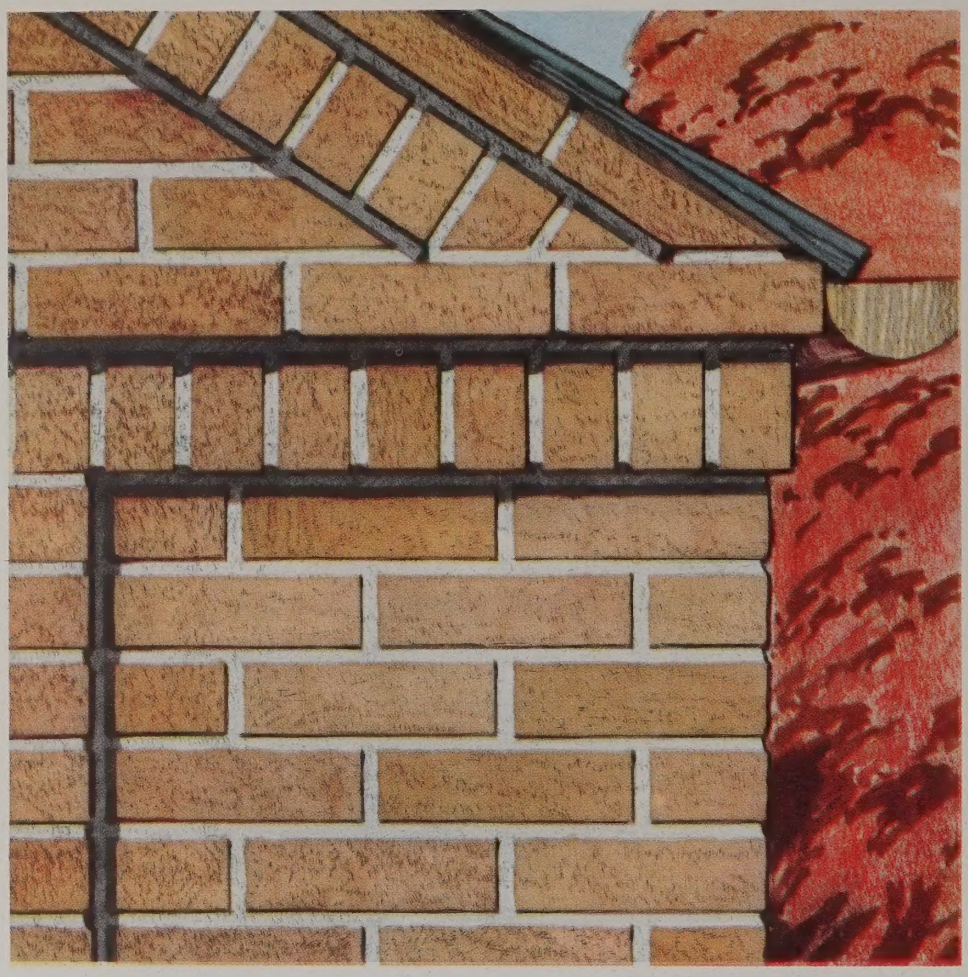
HOME DESIGN NO. 4

Approximate Construction Cost $3,500 to $4,250

This unique design may be described as Cape Cod gone modern. It retains a great deal of the atmosphere of one of the oldest and most popular American styles, yet its slightly less sloping roof, which gives it a wider appearance, together with additional present-day touches, results in a distinctive modern appearance. The family gathering place, namely, the living room, has been given a good deal of the available space, yet not to the extent that the bedrooms, bath, kitchen and utility rooms have in any way been stinted. Any one of the many warm colors or wide range of textures available in brick for facing the walls will harmonize with the design of this home, thereby permitting personal preference to be exercised without restriction. A pleasing combination of tone and texture is shown in the opposite panel, which presents a magnified detail of the upper right corner of the entrance door to further illustrate the beauty of brick construction. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN



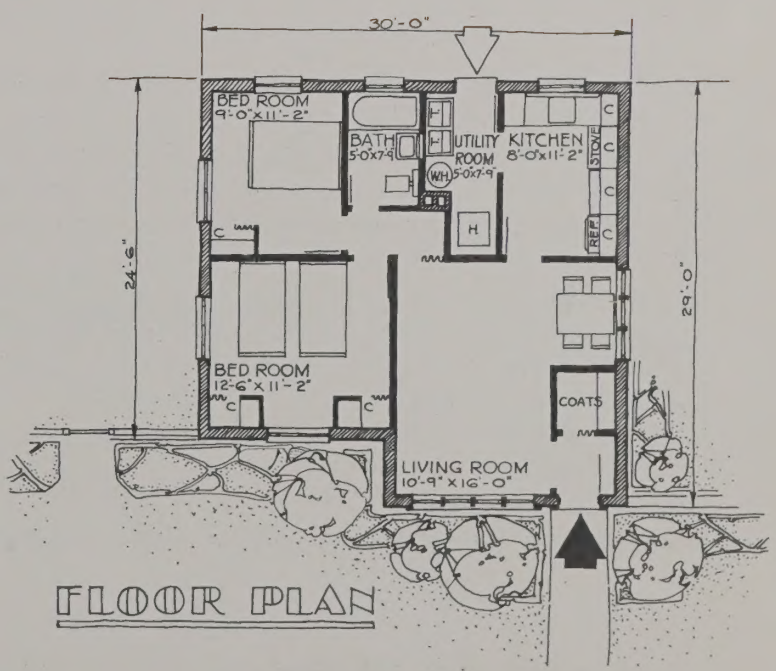
SELECTING A GOOD BUILDING SITE

One must expect to compromise with desire in the selection of a lot or location on which to build a home. In general the area should serve your family needs and be in relation to your family income. If there are children, then schools should be near and also playgrounds. If proximity to business is important, then transportation must be considered. The church should be not far away and the matter of buying supplies and groceries can be a burden if out of each day hours must be taken to reach the source of supply. The home should be located within an area served by the fire department and the police. Such protection is important and valuable. The property should drain correctly and trees, if on the site, should be protected and preserved. Surrounding homes ought to be similar in architectural style and about the same value. This protection is usually given through property zoning restrictions. Don't build a new house in an old neighborhood. Where there are children, build on streets with a minimum of traffic. Water, gas and electricity must be available to the property and a few questions as to the expense of service and the cost may save many unpleasant hours later.

HOME DESIGN NO. 5

Approximate Construction Cost $3,500 to $4,250

For the small family with limited income, this uniquely designed four-room and bath, no basement home presents the answer to economy in construction and upkeep. Although economy is stressed throughout, the plan provides all home desirabilities, and the compact arrangement of the rooms, with all necessary utilities on one floor, offers the utmost in living comfort. Here again the charm and dignity of facing brick adds much to the beauty of the home. Note the sturdiness of brick construction, as shown in the panel, illustrating the upper right corner of the home. Such beauty can be obtained only with brick, since no other material offers the flexibility, patterns, textures and colors, or permits such full expression of artistic individuality. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN

Watch out for taxes. Be sure the tax level is in relation to the total value. How about garbage collection? When you ask the cost of the lot, remember that it should be in the approximate proportion of one to five in relation to the total cost of house and lot.

The desire for outdoor living is growing rapidly and both children and adults should be provided this opportunity insofar as possible. Much of the charm of a home has to do with the trees and shrubbery that frame the dwelling.

Watch the compass. Your home should be placed with reference to prevailing winds, sunlight and rain and snow. Watch the size and shape of the lot and its location in the block. A corner lot may be desirable but it also may cost more and be subjected to double assessments for improvements. Firm, dry ground is better than marshy land. Foundations on filled-in ground are often damaged by settling. Lot selection is, therefore, important.

THE KIND OF ARCHITECTURE

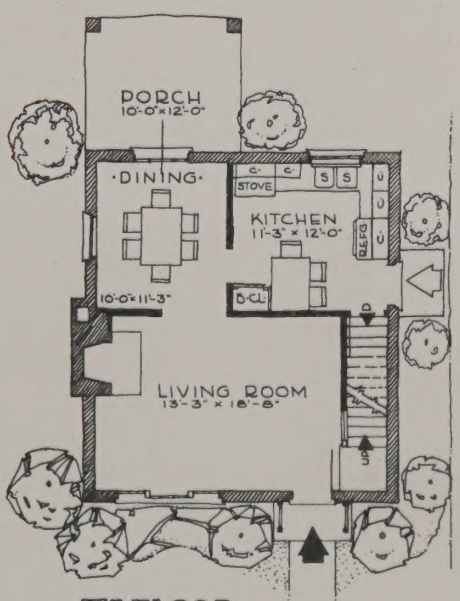
There are areas within the United States where the design of a home follows closely the

IT IS SMART TO OWN A COLORFUL TEXTURED BRICK HOME.

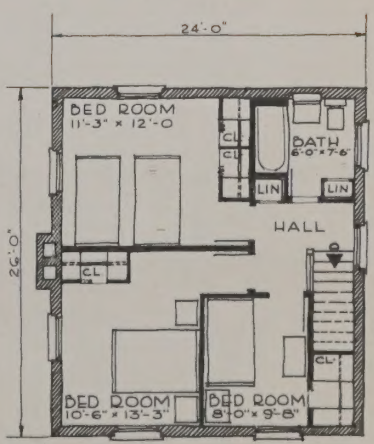
HOME DESIGN NO. 6

Approximate Construction Cost $5,250 to $6,000

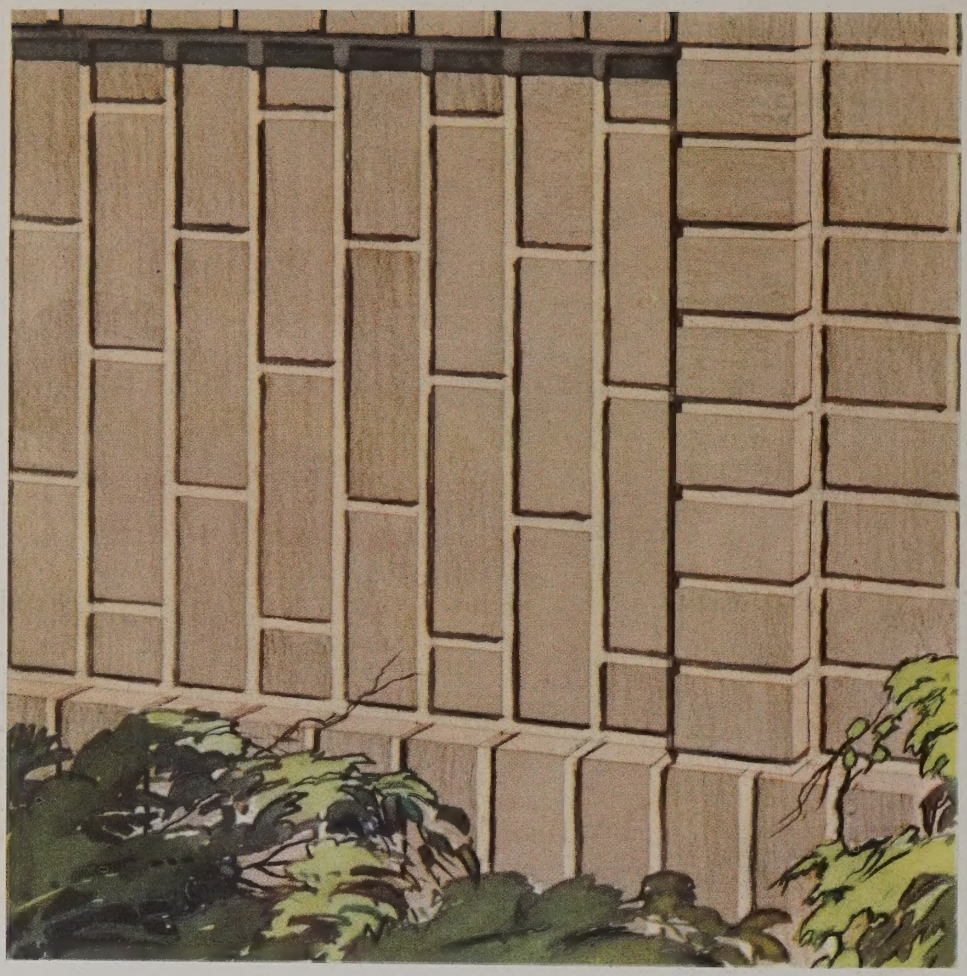
Here is strictly a modern Colonial design, following the trend established in the early days when difficulty in securing building materials necessitated the general style being held to simple and restricted lines. Always popular, never out of style, this type of home continues to maintain its high position in every American community. Colonial homes enjoy the distinction of providing the maximum in living space, as can be seen from the plan. Although tradition has given this type of home an atmosphere of marked sturdiness, the use of colorful, textured brick in its construction has greatly augmented that characteristic, and has further added a certain warmth and appeal that make Colonial architecture and brick go hand in hand. Note the warm beauty of brick as exemplified in the panel showing a corner of the entrance door. Plans and specifications may be secured for $2.00 per set.



1 FLOOR PLAN



2 FLOOR PLAN



tradition of the area and also the local climatic conditions. The design doesn't necessarily need to follow either tradition or climate but care should be taken, however, to see that your home blends harmoniously with its surroundings. Architecture is not just external appearance. It is internal comfort, liveability, convenience and all of the other factors which go to produce a desirable dwelling.

Each of the homes contained in this book has been designed not only to create a pleasing external appearance but also to give full recognition to the problems mentioned. Each, however, has been designed with the primary thought of economy both as to first cost and also maintenance.

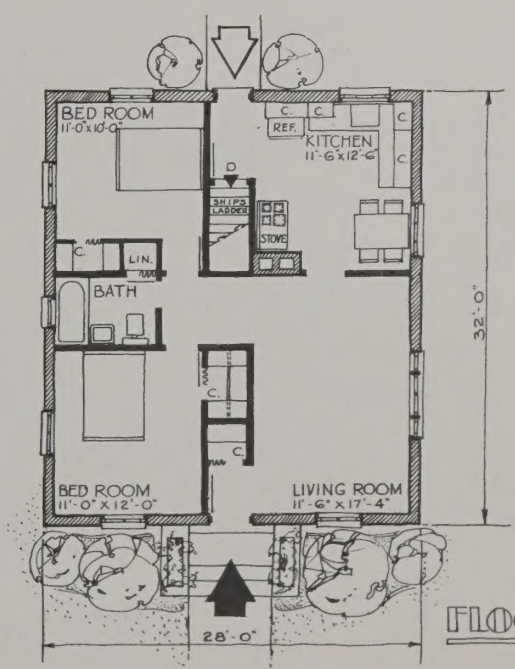
In discussing architectural styles, let us start with those which have their beginnings in early American history. Simple, restricted, dignified lines mark the craftsmanship of our early builders. Modern American Colonial homes as we know them today follow the trend thus established in Colonial times. Colonial houses were marked for their small paned windows, the invariable shutters, the square or rectangular design and the dignified entrances. It is probably the prevailing acceptable style today.

BRICK PERMITS ARTISTIC INDIVIDUAL EXPRESSION TO MATCH ANY ARCHITECTURAL DESIGN.

HOME DESIGN NO. 7

Approximate Construction Cost $3,000 to $3,750

This original design presents a refreshing deviation from the usual four room box-type dwellings currently seen everywhere. Although the interior plan follows the usual efficient layout, the exterior clothes it with originality and distinction seldom seen in small house construction. The use of brick with its pleasing colors add to this distinction which will never fade, for the colors and textures of facing brick are permanently burned in and hence impervious to the elements, except perhaps to be enhanced through time's mellowing influence. Brick alone permits artistic panelling, such as shown on the opposite page which details the panels below the windows, as the correctly proportioned size of brick allows unrestricted digression from the conventional and offers unlimited opportunity for that "here and there" added touch of artistry. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN

Early American Southern planters imported architects from Europe to duplicate the formal houses popular there. The result was a dignified architecture which has come to be known as Georgian. Fine workmanship, attention to detail, use of rare woods, superlative brick-work—this was Georgian. Its influence has created a modern style retaining all of the old-time charm.

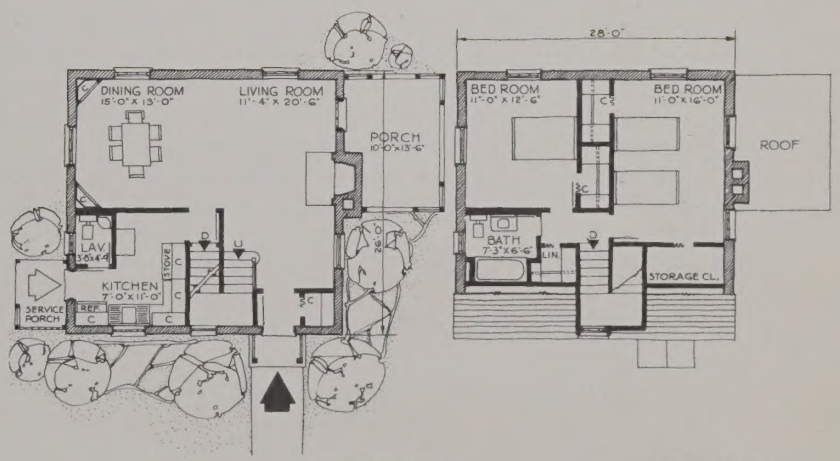
Naturally with America settled by many English people, it was to be expected that the homes of their fathers would find expression in America. Oddly enough, the so-called English architecture had its origin in the rural sections of France. Popularized in England during the reign of Queen Elizabeth it became known as the English Tudor. The low graceful lines, long sloping roofs, dormer windows, massive beam porches and extreme beauty in colorful textured brick marks this style in America today.

Dutch Colonial. What American is not familiar with the small windows, the gambrel roof and the feeling of shining cleanliness exemplified by the cottages following the New Amsterdam tradition. The utility feature in connection with the gambrel roof allows for

HOME DESIGN NO. 8

Approximate Construction Cost $4,750 to $5,500

This two-story five-room home combines in its architectural style, the better characteristics of our earlier American dwellings. The result is simplicity with charm, and dignity without pretentiousness. Ample room is provided in the two bedrooms and bath on the upper floor, and on the lower floor, a touch of modernism is added in following the current trend of placing the kitchen in the front part of the home. A home of this type needs color to blend harmoniously with its suburban surroundings, and since the color need be subdued and pleasing, brick is the natural material to use, for brick only offers the soft tones and many textures so pleasing to the eye. Owners of colorful brick homes are proud owners, for the beauty of their dwellings reflects personal taste and artistic appeal. You, too, would be proud of a home, forever permanent, as pleasing in shade as is shown in the opposite panel which portrays the corner of the upper landing window. This is but one of the many colors available in textured brick. Plans and specifications may be secured for $2.00 per set.



FIRST FLOOR PLAN

SECOND FLOOR PLAN

full head room on the second floor. What appears to be a small house will generally contain a surprising number of rooms.

Cape Cod is a truly American style. In it are found touches of the Dutch, the English, the formal, the informal, the carefree and the dignified. First built by those who followed the sea at Provincetown, Boston and Gloucester, the general type is sometimes credited to the low-land homes of Ireland. Regardless of origin, the Cape Cod may be said to represent the American ideal of a small, low-priced cottage type of home. Four or five examples are in this book.

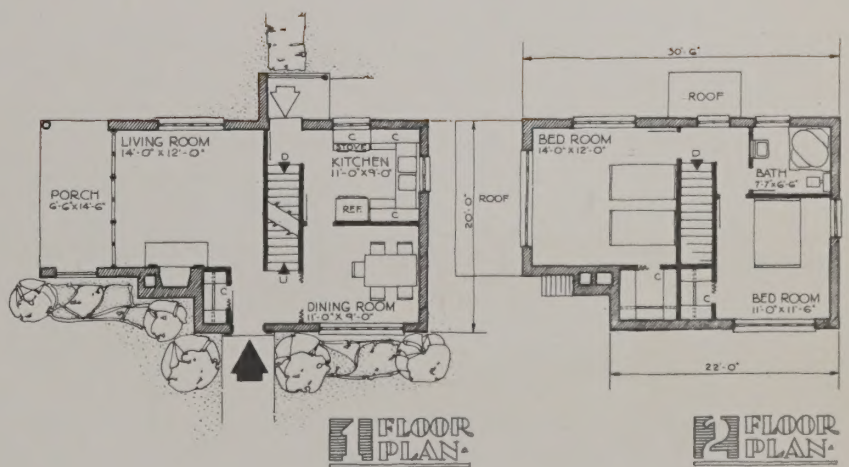
While the word has gone out of style, the bungalow type home still is extremely popular in America. With its low-pitched roof, low horizontal lines and single story, it provides comfort and convenience lacking in many of the larger type homes. Lately called ranch type, Western, Monterey Colonial and depending upon location, probably many other names.

COLORFUL TEXTURED QUALITY BRICK ADDS VALUE TO YOUR HOME.

HOME DESIGN NO. 9

Approximate Construction Cost $6,000 to $7,000

The straight architectural lines of this design, with all slopes eliminated, immediately stamp it as strictly modern. Modern houses are designed for convenience and utility, and the absence of all angles results in additional interior space. Note the large, well ventilated rooms. Housewives are especially fond of a center hall plan which permits the efficient grouping of kitchen and dining room separated entirely from the living room. Modern homes breathe sturdiness and hence brick is the most adaptable material. Modern homes demand color, according to the owner's taste, and brick again is the answer, for brick is available in a large variety of colors and textures. The stability of this modern house is carried out in every detail, even to the fence, a corner of which is shown in the opposite detail. Plans and specifications may be secured for $2.00 per set.



FIRST FLOOR PLAN

SECOND FLOOR PLAN

Last in our architectural styles is one which we will name modern. Primarily designed as functional these modern homes are convenient, simple, and are developed primarily for utility. Architecturally they are generally along horizontal lines. They are flat roofed and because of these simple and straight lines, provide great interior space. They are not common to America alone but have proved extremely popular in Sweden, France, Germany, Holland, Italy and Palestine.

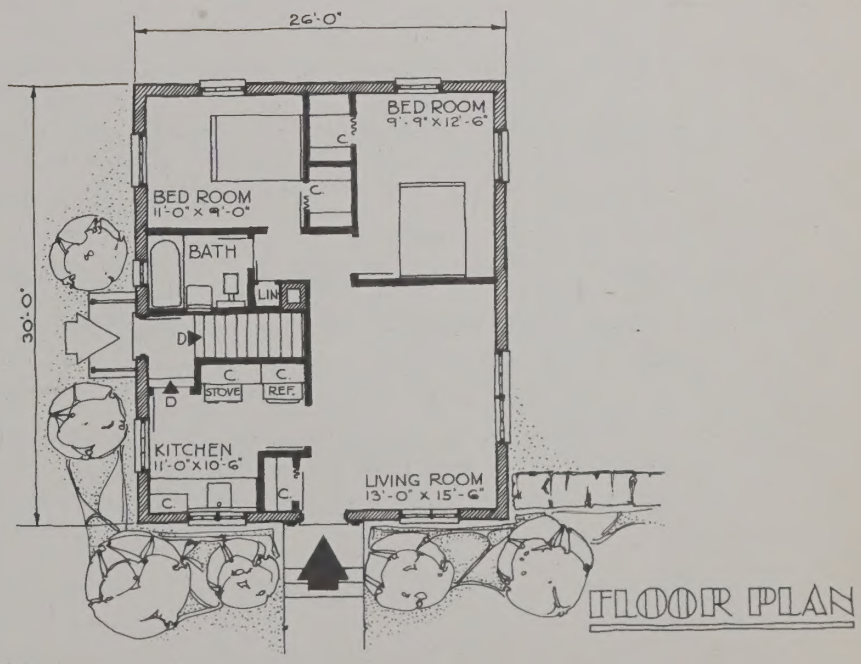
So, having discussed the external architectural styles, let us then turn to the structural and utility features in relation to the architecture. Naturally as a prospective home owner you will want the best available quality consistent with economy not only in first cost but in maintenance. Your home must be within your budget, it must satisfy the requirements of your family. It must be economical to heat and at the same time be as cool as possible during the hot summer months. Starting with the foundation, let us then enumerate certain points which may be of assistance.

In addition to proper soil support, proper size of materials to support the weight, sufficient distance below grade to resist freezing weather, and proper reinforcing where needed,

HOME DESIGN NO. 10

Approximate Construction Cost $2,750 to $3,500

Here again the conventional four room house is given an exterior treatment that stamps it as being entirely personalized and lifts it out from the usual drab appearance of the small home. For the small family, there is ample room for full and easy living, due to the compact and efficient utilization of space. Again, the modern touch has been added by placing the kitchen in the front part of the house. Being practically square in plan, it is a most economical house to construct and being finished with brick is economical to maintain, since the color of brick is permanently burned in and needs no further attention. Its low architectural line gives it an appearance of durability and its construction of colorful textured brick insures this characteristic, even to the steps and porch, as shown in the detail in the facing page. Plans and specifications may be secured for $2.00 per set.



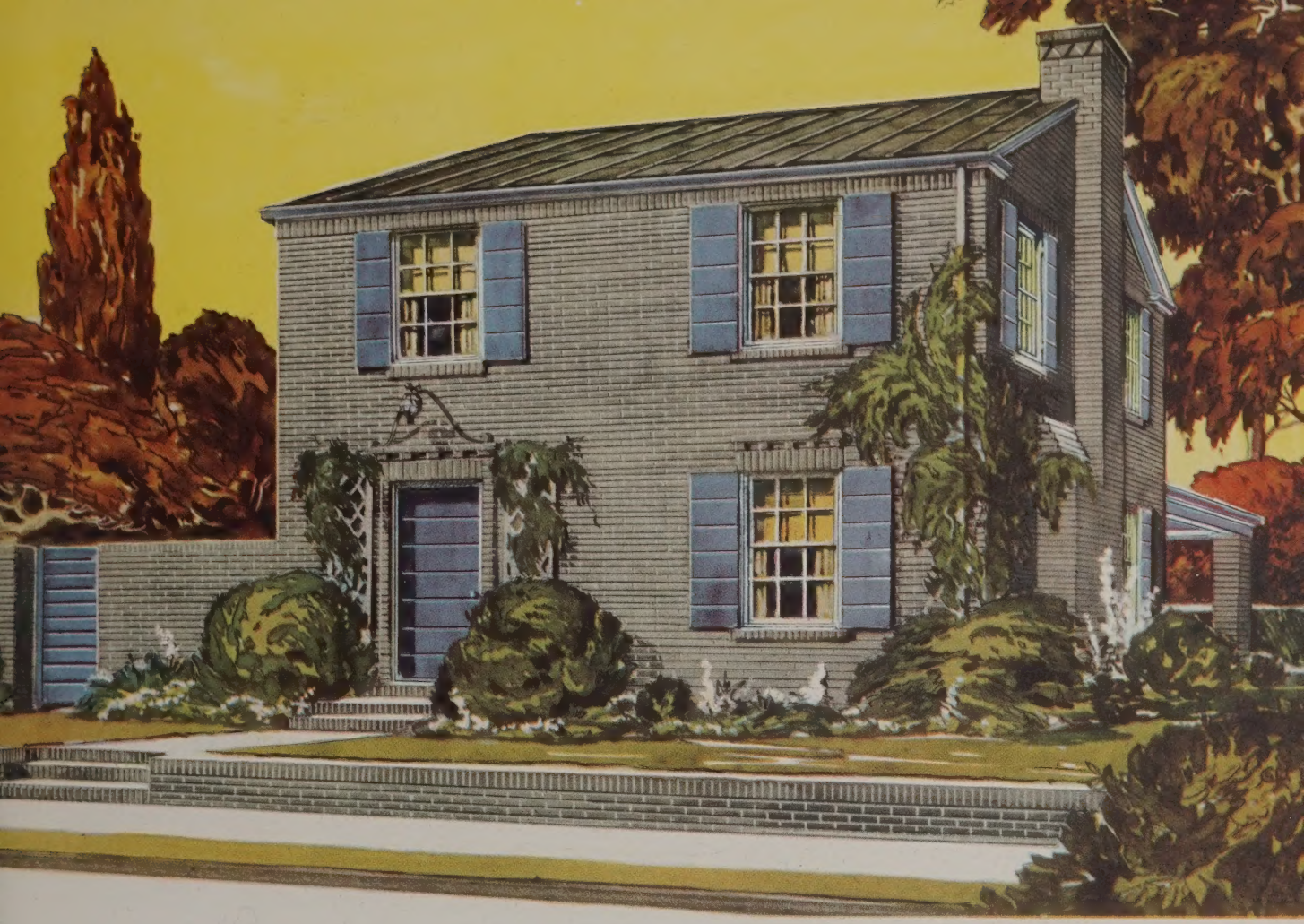
FLOOR PLAN

the material should be of such nature as to prevent moisture seepage and crumbling and cracking. With the foundation of quality brick or tile, maximum protection is afforded the home. In addition, the use of basement rooms for recreational purposes allows the owner with a face brick or tile basement to have maximum beauty and at the same time eliminate the expense of plaster or other material to cover up an inferior wall.

The most important phase in the construction of your home is the exterior wall. Brick not only satisfies the architectural requirement of style and appearance but also gives life-long protection, insulation value and wide range of color and texture, impossible in other materials. One of the important maintenance costs to be considered is that of insurance. Because of fire safety and permanence, the home owner is entitled to a lower insurance rate on colorful, textured quality brick than is the case with other types of materials.

Nothing is more annoying in a new home than to have cracks appear in the plaster, doors sag and stick, or to find that because of light weight and thin partitions, noises are communicated throughout the house. Sound masonry partitions eliminate these disadvantages

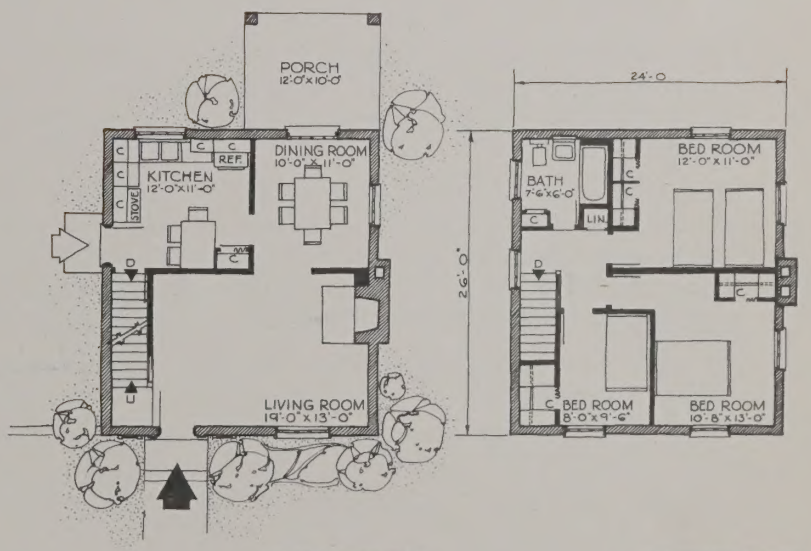
LOOK BACK ACROSS THE CENTURIES OF TIME FOR THE LASTING QUALITIES OF BRICK.



HOME DESIGN NO. 11

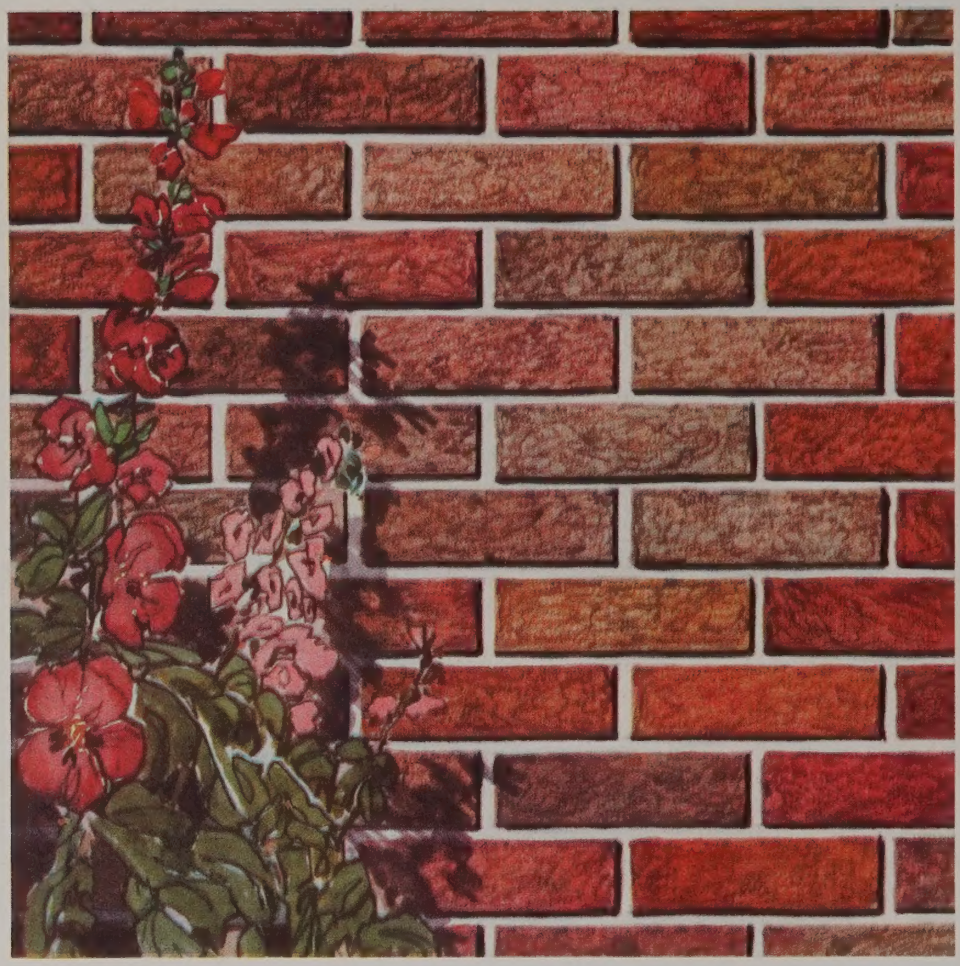
Approximate Construction Cost $5,000 to $5,750

Here is a straight-forward house of Colonial architecture which, as usual, embodies all the virtues of a simple convenient plan within a gracious exterior. The plans provide for six large airy rooms, with an especial arrangement on the lower floor to give extra size to the living room. It is constructed of brick, of course, to insure its permanence, to reduce maintenance costs to a minimum and to permit the owner to express his color and texture preference from a large variety of tones and finishes. The beauty of the brickwork begins well without the building in the low terrace retaining wall and on up the brick stairs where the eye catches the warm beauty of the brick garden wall and then the brick frame doorway, detailed in portion in the opposite panel. Plans and specifications may be secured for $2.00 per set.



1ST FLOOR PLAN

2ND FLOOR PLAN



and again provide the quality which makes for low upkeep expense. To keep cold out and heat in, weather-proofing has become standard practice in the building of homes. Around windows, doors and other openings, weather stripping and caulking should be provided.

The roof is the umbrella of your house. Materials should be of such quality and condition as to resist rain, snow, ice and sun. The materials should withstand rapid temperature changes without damage. The pitch of the roof is important in relation to loads and drainage. Clay tiles or clay shingles are available in wide color ranges and afford maximum protection not only against the elements but also against fire.

Ceiling beams and floor joists should be unspliced and continuous between bearings. Bearing supports should be as close as is necessary to prevent sagging.

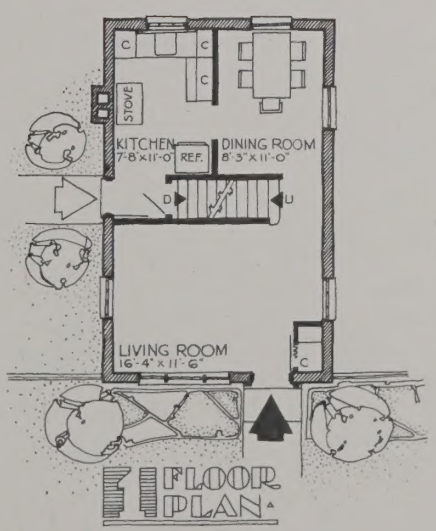
Corrosion, rust and decay are the products of improper ventilation. In the case of brick the problem does not exist but adequate ventilation and drainage must be provided for materials subject to decay, corrosion and rust.

BE THRIFTY — BUILD WITH COLORFUL, TEXTURED BRICK.

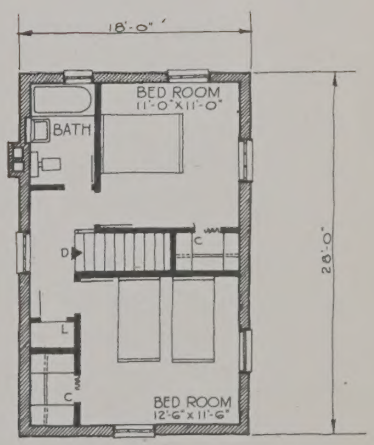
HOME DESIGN NO. 12

Approximate Construction Cost $3,500 to $4,250

This design adapts the Colonial type of architecture to a narrow lot or where the owner prefers depth rather than frontage in the house exposure. In the plan shown, the entrance leads directly into the large living room with a side entrance into the kitchen. Although comparatively small in outside dimensions, the home provides for five good sized rooms and a bath. It is a compact, well designed two-story home of which anyone may justly be proud, especially if faced with brick for that added touch of beauty in color and texture, both permanently burned into brick and hence minimizing maintenance and upkeep costs. The panel on the page facing gives an indication of one of the many tones and textures available for the everlasting finish of your home. Plans and specifications may be secured for $2.00 per set.



1 FLOOR PLAN



2 FLOOR PLAN

Prevalent in many regions are termites or wood borers. Wherever materials subject to these pests come into contact with foundation or wall bearings, metal shields should be provided. Brick is entirely immune to the action of termites or other insects.

Proper plumbing and adequate heating is important to comfort. In the case of plumbing, other than the mechanics of installation, one should determine that there is adequate pure water, either from public or private source provision–should also have been made for sewage disposal.

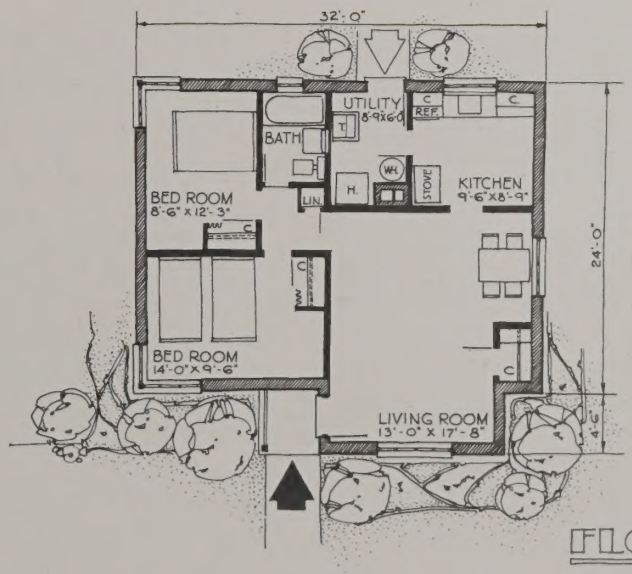
In determining the heating requirements of your house the first consideration is reliability and economy. The most economical fuel, provided locally is the best to use. Reliable heating plants designed to burn various fuels are available. Then again there is the question of the type of system, whether hot water, steam, vapor, or warm air. Do not make the mistake of installing a hot water heater of insufficient size for the requirements of your family. Many thoroughly satisfactory low-priced furnaces are on the market today adaptable either to the house with the full basement or the house without basement using a utility room to house the heating plant.

BRICK HOMES BUILT IN COLONIAL DAYS ARE AS BEAUTIFUL AS EVER.

HOME DESIGN NO. 13

Approximate Construction Cost $3,500 to $4,250

Designed along simple lines, yet with a touch of the modern in its unique corner windows, this home truly represents economy in construction. To further reduce construction costs, the basement has been eliminated and the water heater, heating unit and tubs have been placed in a conveniently located utility room on the first floor. In addition, the plan provides for two bedrooms, living room, kitchen and bath. Brick and wood are utilized for the exterior finish, a pleasing combination in this low type of construction. The band courses in the brickwork between the windows carry out the horizontal lines of the framework in pleasing harmony without harsh contrast. A detail of the brickwork around the windows is shown in the panel opposite. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN

So much of living today centers around the use of electricity that such installations have become a "must" in the building of homes. Naturally the size of wire, switches and other units should conform to the Underwriters' Code and local ordinances. It is important that there be sufficient outlets and that the electric current supply be constant and reliable.

While each of the homes illustrated herein is developed to take full advantage of tradition in architecture, none of the modern, improved items of convenience and comfort and efficiency has been neglected. You will find all rooms light and properly ventilated. Bathrooms are readily accessible. Sleeping rooms have adequate privacy. Kitchens are models of efficiency in relation to food preparation, dish washing and food storage. There are sufficient closets for clothes, for linen storage, for blankets, for brooms and for vacuum cleaners and other gadgets. Each house has provisions for laundry facilities.

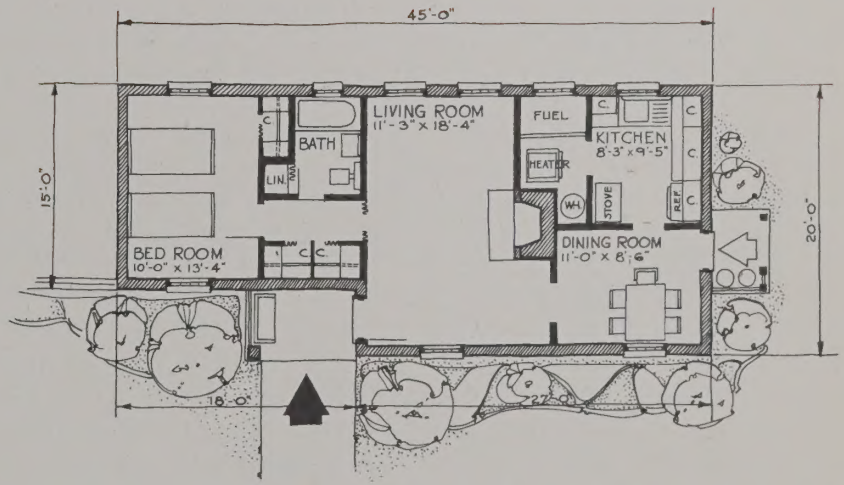
Living rooms are not show rooms. They are arranged to supply adequate facilities for study, recreation, entertainment or just plain loafing. Dining rooms follow the newer trend and while satisfactory for all practical purposes are kept to a minimum size so as to allow larger space where the need is greater.

COLORFUL, TEXTURED BRICK IS THE MODERN PRODUCT OF AN ANCIENT CRAFT.

HOME DESIGN NO. 14

Approximate Construction
Cost $3,500 to $4,250

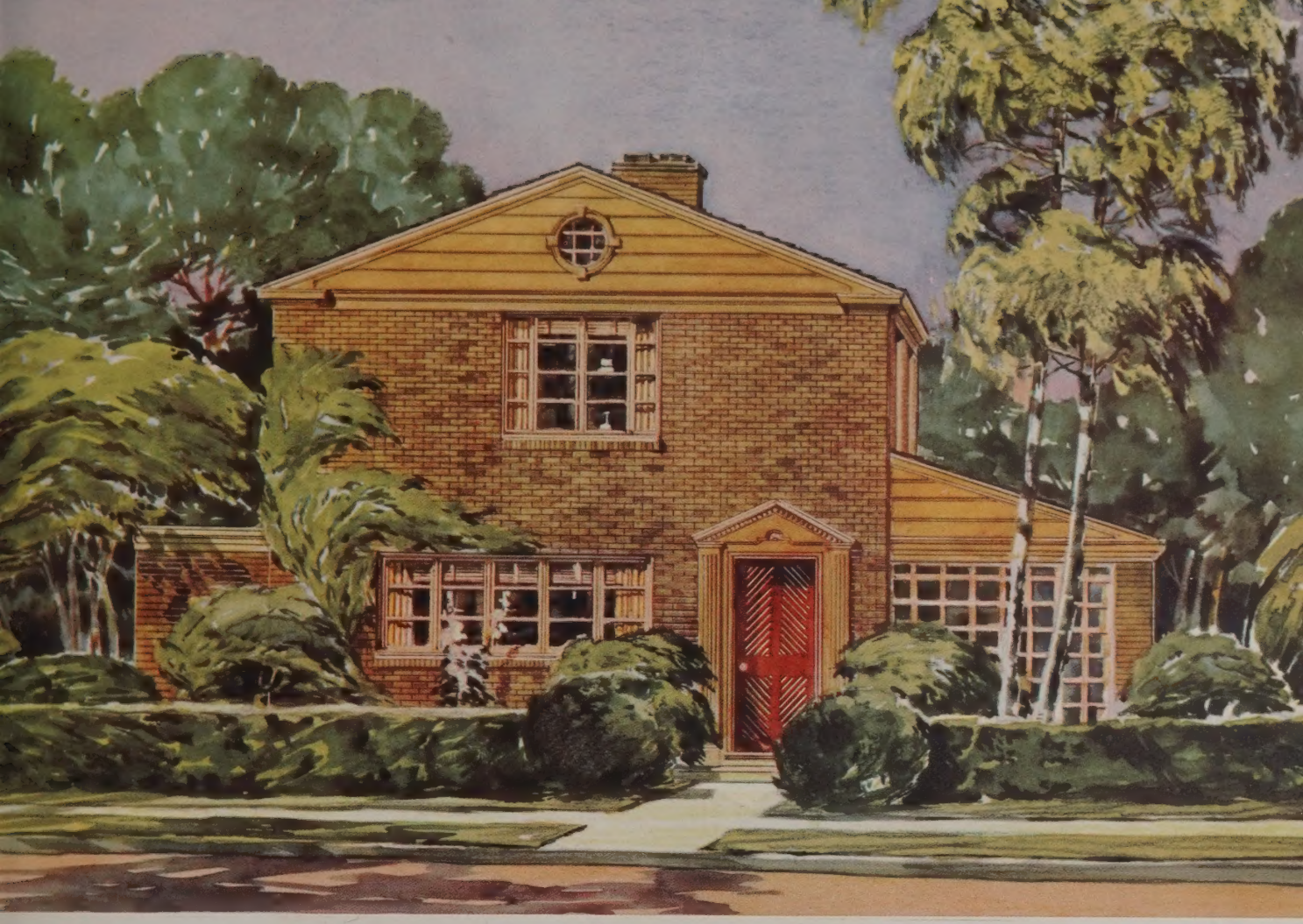
This rather long house, with its low roof lines appears to ramble over its site, but in reality, all rooms are planned for convenient and comfortable living. The commodious living room located in the center, separates the bedroom and bath from the dining room and kitchen. The plan provides for no basement and hence the necessary utilities are placed in a separate room located off of the kitchen. It is truly a pleasing design, enhanced in appearance and durability by its facing of brick, which is carried in pleasing harmony from the entrance steps to the somewhat unusual chimney, shown in detail on the facing page. The use of facing brick for the exterior provides permanence and decreases upkeep costs and insurance charges. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN

Many of these colorful, textured quality brick homes are designed with fireplaces. A good well-designed fireplace has become of increasing importance in the family life of America. During the fall and winter months, the friendly open fire has become the family rallying point. In our early Colonial homes the fireplace supplied heat as well as a place to prepare food. It even accounted for such hot water as was necessary. Within recent years the fireplace has again assumed importance in house heating. Complete heating plants, either hot air or radiator, especially for small houses, have been designed for use in the fireplaces without destroying the charm and informality of the open fire. An infinite variety of architectural treatment may be applied in a decorative way to the fireplace and, of course, with the treatment must be accompanied good construction and proper design for efficient fuel burning. Fireplaces in the houses illustrated have been designed to harmonize with the architecture.

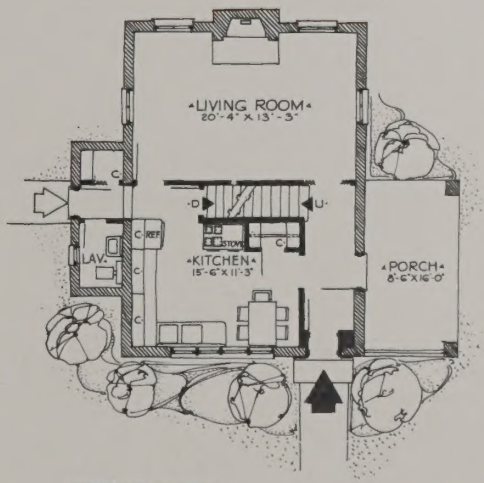
In contrast to many of our older beliefs, authorities have found that sunshine and light are conducive to good health. All kitchens, bedrooms, living rooms and porches are, therefore, ablaze with sun and light. Remember the old bay window—redesigned, it becomes a



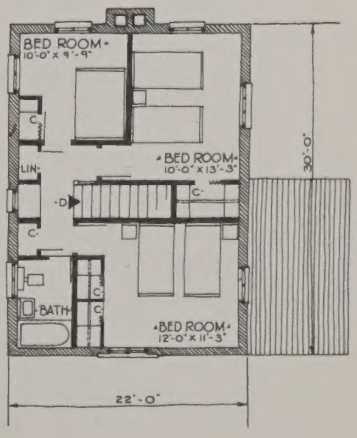
HOME DESIGN NO. 15

Approximate Construction Cost $6,000 to $7,250

The conveniences which mark the difference between a mere house and a comfortable home are evidenced in the plans for this large five-room dwelling. In addition to the ample size cross ventilated rooms, there is a lavatory adjoining the rear entrance, enough closet space to satisfy any housewife, cabinet space in the kitchen, a cheery fireplace and a glass enclosed side porch. To be truly a comfortable home, however, it must be fully protected from fire and the elements, and yet be pleasing and attractive. Facing brick is the answer to all these provisions for no other material can provide the everlasting charm and beauty of colorful textured brick which fire cannot destroy and passing time can but enrich and mellow. The panel on the facing page illustrates the beauty of brick around the upper right corner of the entrance. Plans and specifications may be secured for $2.00 per set.



1 FLOOR PLAN

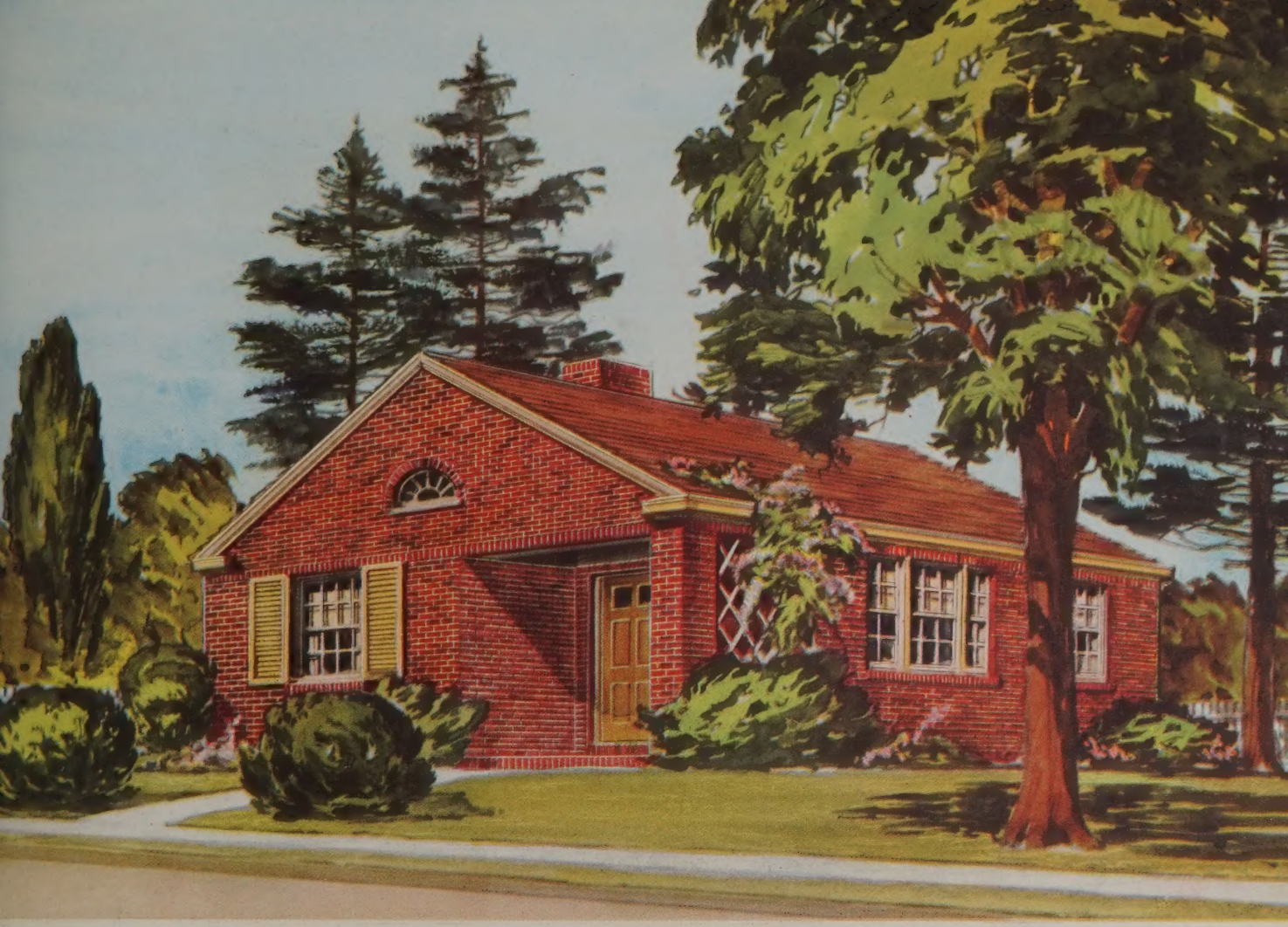


2 FLOOR PLAN

sunlight funnel, providing health and cheer to those inside. There are many types of windows. Those that move up and down, those that open side-wise, sash of wood or metal, and for sunlight control, Venetian blinds are currently popular.

Let's move outside and see what is happening to yards and gardens. See how space above porches and garages is being used to provide a private sun deck. Large lawns, more beautiful gardens and fireplaces, barbecue pits and other recreational improvements serve to increase the period of outdoor living. Other publications by the manufacturers who present this book deal specifically with such items as garden walls, walks, outdoor fireplaces, all to be built of permanent, beautifully colored and textured quality brick.

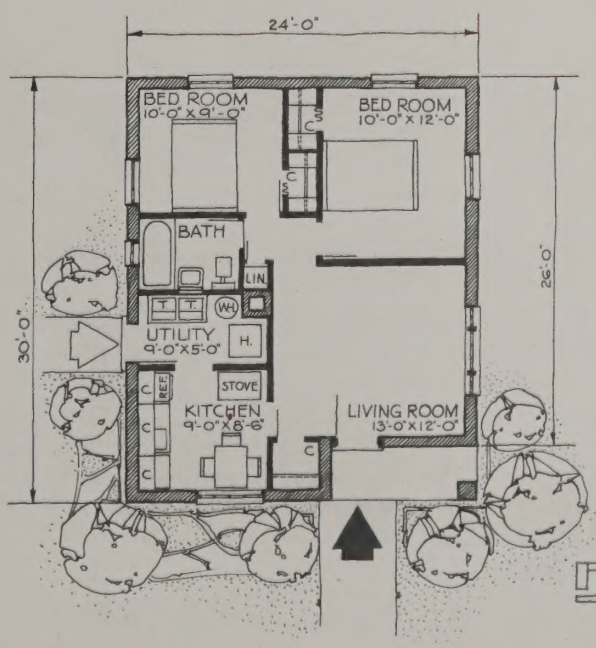
How much should you pay for your home? The all important relationship of the cost of your home in relation to your income is one which until recently was rather flexible. The advent of FHA and its work in connection with examination, appraisal and inspection has been of material assistance in the determination of this point. Most new homes in America are built with the help of a mortgage loan. Building and loan associations, banks,



HOME DESIGN NO. 16

Approximate Construction Cost $3,500 to $4,000

All rooms are on one floor in this cottage type of home faced with brick. What a difference it makes in the appearance of a home which is constructed with a material whose history dates through hundreds of years but which remains forever modern. This home is ample proof that brick facing is economical, for the absence of any basement and the compact arrangement of the rooms spell economy as the motif of this design. Here again, the four-room house has been given unusual exterior treatment in architectural design and simple dignity. The flexibility of brickwork is further demonstrated in the panel which depicts the pleasing construction of the semi-circular upper window. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN

insurance companies and in some cases private lenders provide long term credit for home acquisition. When you have decided which of these homes meets your requirements and have ordered the plans and specifications, you should consult with your local mortgage lending institution. Determine in full and make comparisons of interest rates, of construction loan and other charges–ask your lending institution to detail these charges and also the schedule by which your home is ultimately paid for. Under no circumstances should you begin building until the financial arrangements are complete and the lending institution has committed itself to payment of the money. There is a title search to be made, and a trust deed securing the loan must be recorded. Most people, for convenience sake, prefer to have all labor bills and material bills submitted to and paid for by the lending institution.

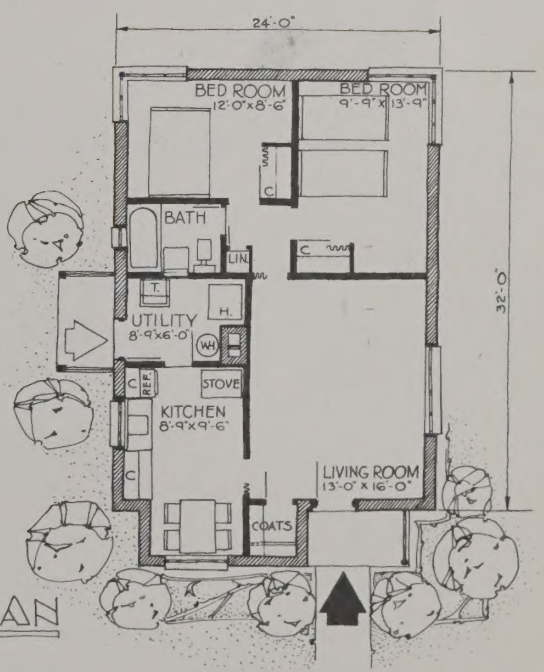
What should the construction costs, the financing charges and the lot cost be in reference to your income? It is generally considered that the total cost of your home should not be in excess of two to two and one-half times your annual income. Suppose you earn $2400 per year, then your home should be in the range of $4800 to $6000. Stated another way,

A COLORFUL TEXTURED BRICK HOME HAS CHARM, STYLE AND ENDURING BEAUTY.

HOME DESIGN NO. 17

Approximate Construction Cost $2,500 to $3,250

This design answers the demand for economical yet modern and durable construction in a home. The efficient arrangement of the four rooms and the omission of a basement, but with a utility room provided for the first floor, answers the demand for economy. The pleasant light-giving corner windows in the two bedrooms furnish the modernism required. The durability in construction comes from the exterior finish of permanent, fire and time resisting, facing brick. Truly, a happy combination resulting in a home that will be welcomed in any community. In this design, a rather rough textured red brick was utilized, as shown in the panel but personal preference can be exercised in a choice made from a wide range of colors and textures. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN

the monthly payment including your taxes, interest, payment on the principle and insurance, should not exceed 25% of your monthly income. In that case a $50.00 per month payment would suffice to carry your project.

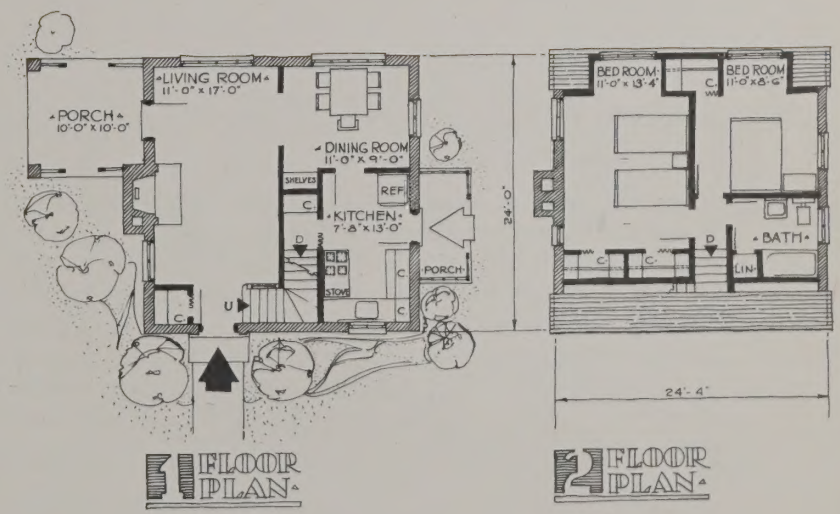
For many families the buying of a home represents the largest transaction ever entered into. Naturally then, it is important that your financing should be safe-guarded and that the home will be properly built by responsible and reputable workmen, and that its construction will be of materials insuring permanence and safety and requiring minimum maintenance. A further protection to your home-building program should be a contract in writing with the builder or developer. Standardized building contract forms are available. The prevailing one in your neighborhood is the best to use. Such contracts should incorporate complete specifications, installation of all materials and equipment and must provide for payments to the contractor at specified stages of construction. In the contract also is the stipulation as to the date of completion. If you employ an architect, a part of his duty is the preparation of this contract. Otherwise your lending institution usually performs the function.

PERMANENT QUALITY BRICK BUILDS TOMORROW'S HOMES TODAY.

HOME DESIGN NO. 18

Approximate Construction Cost $5,250 to $6,000

Every square foot of space was used to produce the maximum in comfort and efficiency without in any way sacrificing the exterior appearance. Under the wide sweep of the gambrel roof are two bedrooms and bath, while the first floor provides for a large living room with a fireplace, a dining room and kitchen. The porch, leading off of the living room, not only provides enjoyment for the family, but adds balance to the exterior lines of the home. To give the sidewalls the appearance of added height, a vertical scored facing brick is shown, but the wide range of colors and textures available permits any personal choice to be exercised. The expanse of roof might have a tendency toward appearing heavy were it not for the sturdy appearance of the walls faced with brick. This dependable stability is further illustrated in the opposite panel which shows the corner of the extended porch. Plans and specifications may be secured for $2.00 per set.



1 FLOOR PLAN

2 FLOOR PLAN

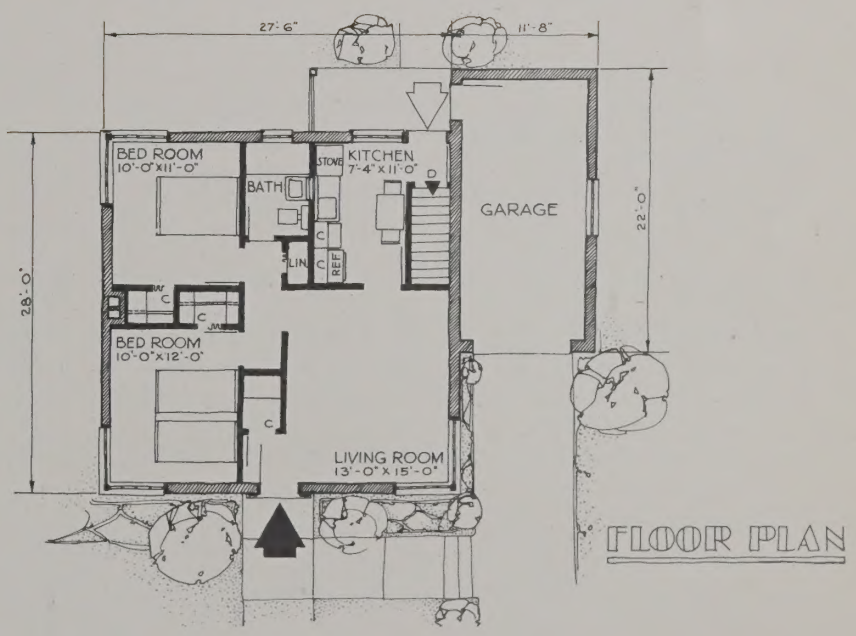
A considerable amount of further protection may be obtained by using a lien and completion bond. For a low cost, a form of insurance is provided to guarantee completion of the house in the event the builder is unable to comply with the specifications or complete the work. This guarantee operates regardless of illness, death, financial condition or other difficulties of the builder and provides also that in the event bills are not paid, the home owner is protected from liens.

Building a home is a specialized business. Select the contractor or builder whose ability, honesty, and financial position are unquestioned in your locality. He is the one who secures the necessary permits. He checks the building site for grades and working conditions, checks all measurements, arranges for water and utilities service installation. He furnishes the tools, equipment, and other adjuncts to the building operation. It is his job to make provision to protect the property of the owner as well as adjacent property. Where trees and shrubbery are liable to damage, it is his responsibility to build protective enclosures. It is the contractor's responsibility to see that the materials supplied on the job are according to specification. The installation of equipment and appliances must meet

HOME DESIGN NO. 19

Approximate Construction Cost $2,750 to $3,500

This low and rambling home, with an attached garage, creates an illusion of large size, yet it has but four rooms and a bath. The artistic corner windows and modern garage doors, which always enhance the exterior lines of a small home, give it that horizontal touch which takes it out of the conventional. In addition, the panels beneath the windows are enriched with the horizonal corners of protruding brick, as detailed in the facing page. This is another example of the flexibility of brickwork which allows artistic manipulation to augment the material beauty of its varied textures and warm pleasing colors. Furthermore, facing brick provides the needed protection from fire and the deteriorating influences of time and the elements. Brick is probably the only material that time mellows and improves in appearance and hence it is never necessary to make further expenditure for renovation or finishing. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN

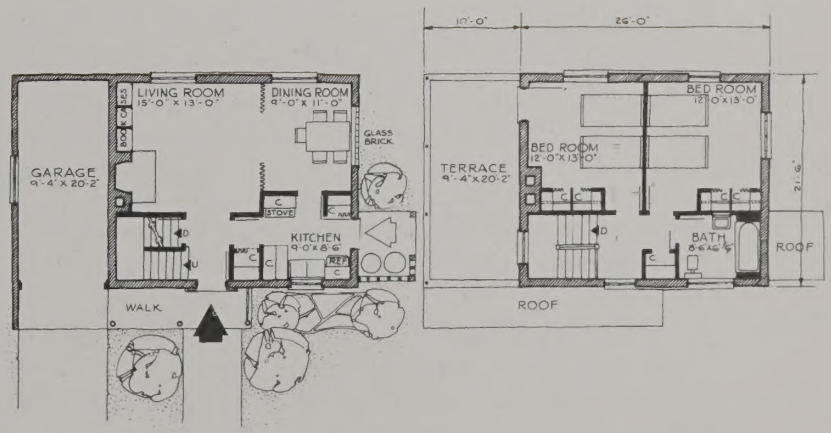
local codes and ordinances. Again your contractor is responsible. Changes from original specifications either in construction or equipment are oftentimes required. It may involve additional cost and cannot be made by the contractor or builder without the written consent of either the owner or architect. Insurance protection during construction is divided between the contractor and the owner. As a general rule the owner maintains the fire insurance while the contractor carries such other insurance as is necessary on the building until its completion. Lastly, it is the contractor's duty to clean up the premises, remove rubbish, leave the grounds in a neat and orderly condition before delivery to the owner.

Specifications are extremely important. Hundreds of items go into the building of a home. There are many methods of construction, many kinds of equipment. Actually the specifications are the directions for building the home and as such must detail all of the materials, methods and uses as well as installation procedure. Strict adherence to the specifications is a guarantee that your house will be built exactly as planned and that the material and equipment you paid for have been furnished and properly used. It is a necessary part of the entire contract.

HOME DESIGN NO. 20

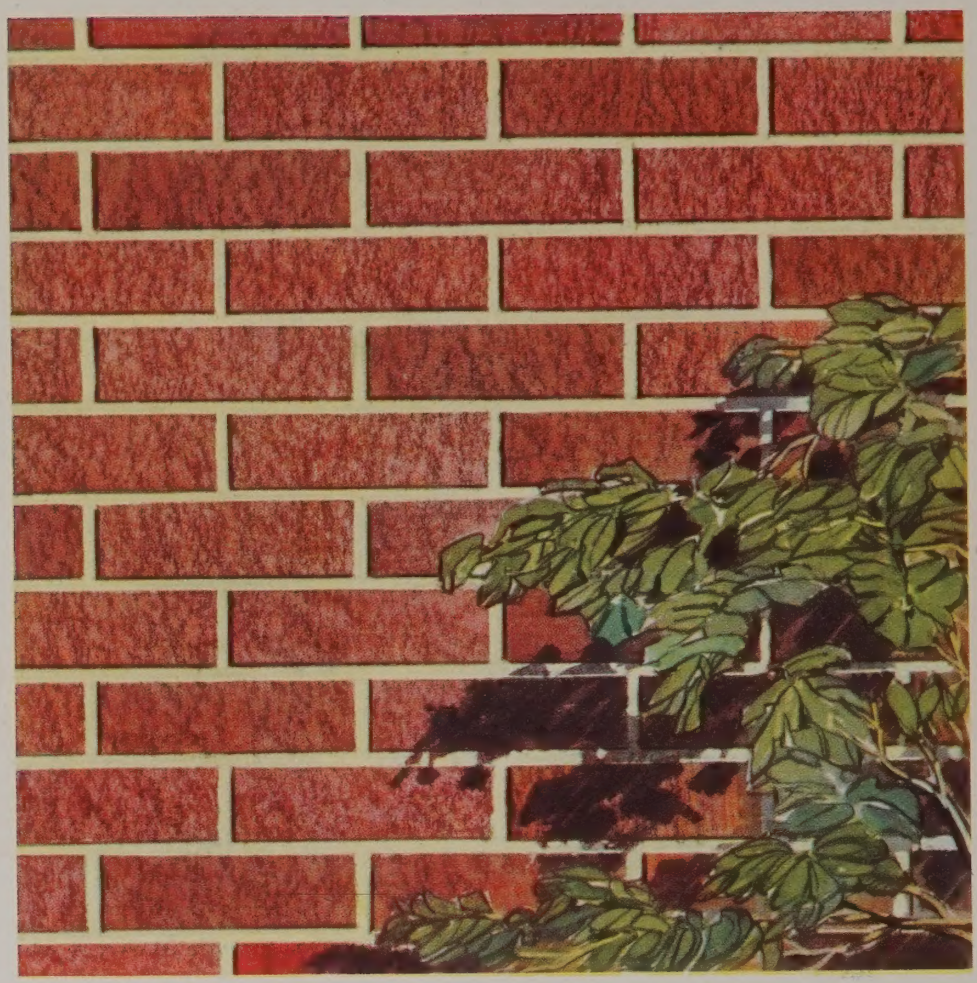
Approximate Construction Cost $6,500 to $7,500

Here is another fine example of the strictly modern type of architecture, which is rapidly growing in popularity and appeal. Though the general lines are straight and in some cases rather severe, the excellent treatment of the windows, front entrance, garage and side entrance preclude monotony and give the home an appearance of true stability and refinement. The house contains five good sized rooms with the living room, dining room and kitchen on the first floor and two bedrooms and bath on the second floor. A terrace, with sliding awnings, is provided over the garage and connects directly with one of the bedrooms. Modern homes denote progress in design and hence call for stable, colorful material in the exterior finish. This fact naturally leads to facing brick with its many textures and finishes, and its large variety of pleasing colors, covering a wide range to satisfy the most meticulous. Combinations of tones are often used as exemplified in the panel. Plans and specifications may be secured for $2.00 per set.



FIRST FLOOR PLAN

SECOND FLOOR PLAN



Left to the end of our discussion is the story of the architect. While the colorful, textured brick houses illustrated within this book are complete and have been designed and planned by registered architects, it is nevertheless in many cases false economy to fail to use the services of your local architect in the building of your home. Often the savings effected by this skilled expert can easily exceed the cost of his services. Even though you use the plans obtainable on these homes, it is recommended that an architect be employed. His services are many and varied. Actually he is your agent and as such arranges for all of the necessary operations in construction, supervision, etc. Because of his training, he is the best possible man to visualize to you the house best suited to your family and best applied to the property which you have in mind.

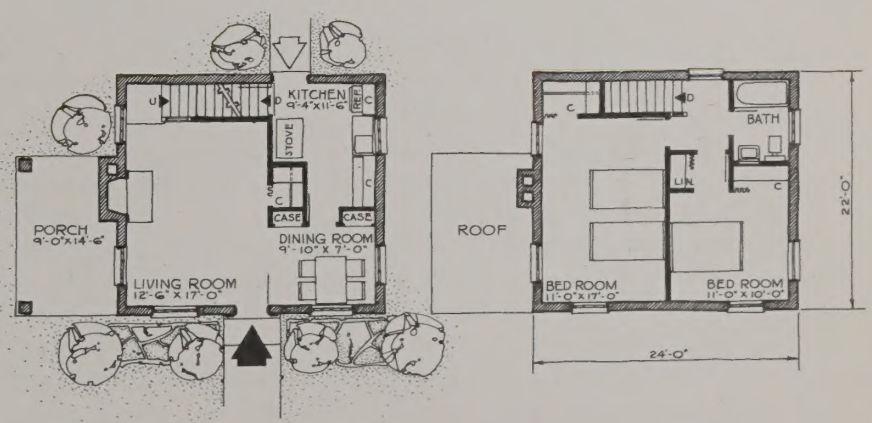
Remember there are two stages in acquiring a home. First you build a house, a material shelter for your family. Later, as time passes, the mellowing influences of family life create a new atmosphere, and the hard, cold substance of wall and roof blend with the joys and sorrow of life and existence within to create the ultimate objective of your dreams—a home.

NEITHER TIME NOR ELEMENTS CAN FADE THE PERMANENT COLOR OF GOOD BRICK.

HOME DESIGN NO. 21

Approximate Construction Cost $4,750 to $5,250

The ever popular Colonial, as permanent in esteem as the colorful textured brick used to beautify and protect its exterior. The interior treatment of this home has been changed slightly from the conventional in that the entrance leads directly into the living room with the stairs located in the far end of the room. This permits better space utilization plus an efficient grouping of kitchen and dining room on one side. The house is practically square, being one of the most economical types to construct, yet is not of a box type appearance, as the porch elongates the front view and maintains a harmonious proportion. Finished in brick, of any color or texture desired, this home will be the pride of any owner and welcomed in any community. An example of a pleasing color to use is shown in the panel on the facing page. Plans and specifications may be secured for $2.00 per set.



1 FLOOR PLAN

2 FLOOR PLAN

Your material creation transforms more quickly from house to home if properly built. House becomes home more easily if there are no disappointments, no mistakes, no mental wishing that this or that had been done instead. The beauty and permanence of your home are therefore, vital factors in this period of transition, and since there is no equal substitute for an exterior of brick, none should be considered.

Often has it been said that brick is the material for the workingman and yet the rich man's luxury. It is the workingman who needs real economy, and real economy comes only from the absence of additional expenditures, as time goes on, for maintenance and upkeep. Brick is the real factor in this equation, since its colors and textures are permanently burned in and its resistance to time, the elements and fire make it the most permanent of permanent materials. It is for these reasons that 98% of all houses built in France, England, Holland and Belgium are of brick. Truly the workingman's cottage is the rich man's palace, both bringing like joys and living contentment if built with exteriors of brick.

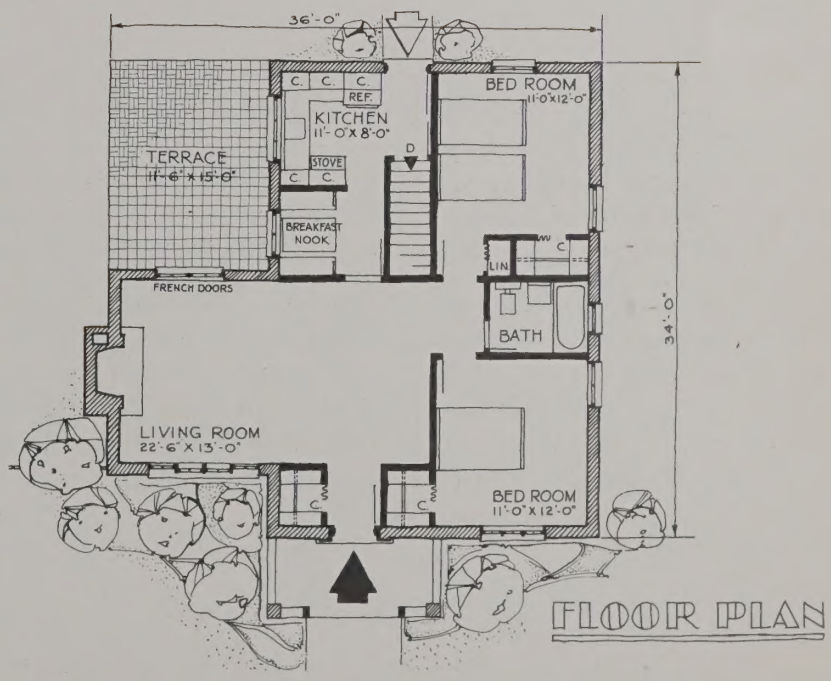
This substantial and permanent material, ever beautiful, never changing except to improve with age, carries a mute testimonial, and silently proclaims to the public and the

COMPLETE PLANS FOR THESE HOMES ARE AVAILABLE.

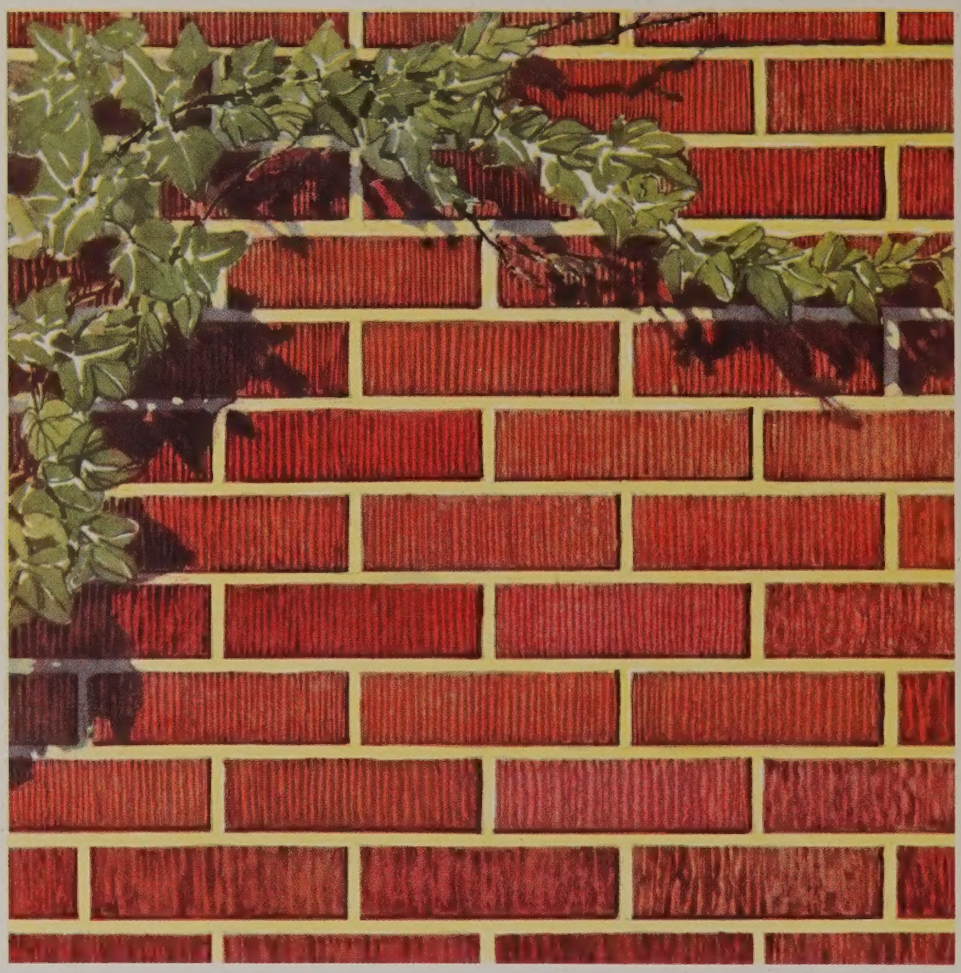
HOME DESIGN NO. 22

Approximate Construction Cost $4,500 to $5,000

Reminiscent of our English ancestors is this example of artistic originality. A four-room home, it is an outstanding model of beauty in architecture. Note the pleasing roof lines, the treatment of the porch and the proportionate distribution of windows. The interior likewise presents a marked departure from the every-day type of room arrangement in that the two bedrooms are placed on one side of the house with bath between, the living room across the front and the kitchen in the rear. French doors from the living room lead out on to a brick paved terrace. A home of this design is naturally colorful and hence brick, the permanent material for facing, is utilized to conform to the theme of beauty. Not only do the colors and textures of brick add to the pleasing appearance of the home, but craftsmanship likewise plays its part, as is indicated by the method of laying the brick in the construction of the porch railing where it connects with the pillar supporting the porch roof. The example is illustrated on the opposite page. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN



community that people worthwhile live here. Build right and forever with brick, the material which has inspired poets to write that the flowers of a hundred years will fade against its walls.

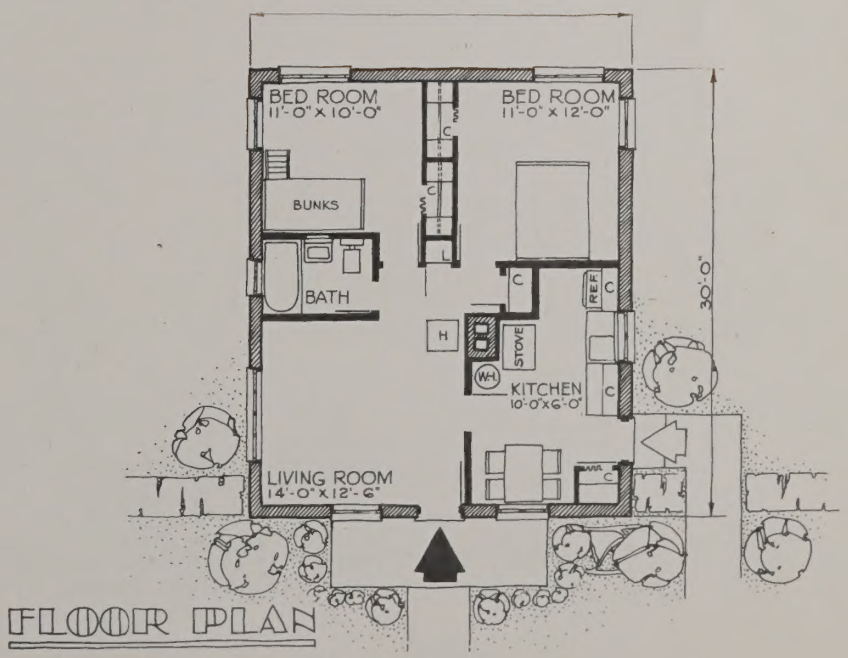
You have embarked on a great adventure. There is no greater satisfaction, no more fascinating undertaking than day by day to watch your home take root and rise from the ground. For many families it is the culmination of years of ambition, hope and hard work. It is a changing of dreams to actuality. It is the real beginning of good citizenship. The problems of the community become the problems of the home owner, and with it all is the intangible, heretofore inexperienced knowledge that your family has taken root and that you are no longer subject to landlords and rental problems. If you have followed the simple advice of this book and if you have found in its pages and illustrations a home to meet your needs and have then had it constructed, years of rent-free low-cost ownership should be yours.

QUALITY BRICK OFFERS THE GREATEST STRUCTURAL STRENGTH.

HOME DESIGN NO. 23

Approximate Construction Cost $2,500 to $3,000

Four rooms, conventional in arrangement, yet with an exterior that gives it that appearance of being different. The low and horizontal architectural treatment, with but a slight slope to the roof, tends to give the home an appearance of firm independence in spite of its size. The facing of brick naturally adds to the appearance, being in itself a permanent material that defies fire, time or the elements. This home is designed for economy and hence the basement has been omitted. Necessary utilities have been placed conveniently on the first floor without interference or in any way detracting from the homey appearance of the interior. Though designed for economy, the home is permanently constructed, which after all is the only real economy. The opposite panel presents an idea as to the color and texture which might be used. Plans and specifications may be secured for $2.00 per set.



FLOOR PLAN

Note to Architects, Contractors and Builders

Colorful, textured brick as illustrated in the pages of this book, is manufactured from highest grade shales and fire clays through the stiff mud process. Vitrification is at temperatures of from 1900 to 2300 degrees, the firing being accomplished in modern scientifically designed kilns to produce a dense, hard burned brick of high structural strength. The same process of burning also contributes to the finished product color which remains permanent throughout the life of the dwelling.

The use of second-hand or reclaimed brick is structurally undesirable as it is practically impossible to remove all of the old mortar from the brick surfaces. The old mortar remaining on the brick prevents proper bonding of new mortar to the brick and results in water penetration and leakage through improper mortar joints with consequent damage to the structure.

Complete plans may be obtained for each of the houses in this book at a price of $2.00 per set. These plans contain all necessary construction information, details of heating, plumbing, sanitary connections, cabinets, etc. and alternate wall construction details.

Produced and copyrighted by

SCPI

·STRUCTURAL · CLAY · PRODUCTS · INSTITUTE ·

WASHINGTON D.C.

The National Authority on Brick and Tile Construction

LITHO IN U